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# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXI, No. 6

NEW YORK, MAY 6, 1920

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## Ride a Bicycle



THE bicycle is HERE—here strong. Office and factory workers, scorn- ing crowded, uncertain trains and trolleys, "ride a bicycle" to work.

The call of the open road is heard by young and old, and they, too, "ride a bicycle" for health and pleasure.

One reason the bicycle is "here" is the Cycle Trades of America, Inc., organized by the leaders of the great bicycle industry to promote the use and popular-

ity of the bicycle in every section of the country.

Advertising Headquarters has been privileged to share in this good work. Our long and varied experience with association advertising has enabled us to be of signal value to our client in covering every field of endeavor.

This highly developed service is ready for any group of manufacturers who desire, by combined effort, to increase the use and popularity of their common product.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

## *Federal Announces*

### **Russell A. Brown**

on April First resigned his position as Advertising Manager of Marshall Field & Company, to become Merchandising Manager of the Federal Advertising Agency.

In Mr. Brown's seven years' experience with Marshall Field's, he has personally written copy for 300 departments and studied the action on nearly 1000 nationally advertised trademark articles, in addition to countless private brands.

He will now work exclusively with the Federal organization in the interest of all Federal clients.

*"Put it up to men who know  
your market"*

**Federal Advertising Agency, Inc.**



**6 East Thirty-Ninth Street**

**New York City**

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Publish  
June 2  
Vol.

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXI

NEW YORK, MAY 6, 1920

No. 6

## Sales That Set the Pace for Production

Selling and Advertising Have Reached Such a High Point of Development That the Old Methods of Manufacturing Are No Longer Suited to Them

By W. R. Bassett

EVERY once in a while someone sends out a questionnaire to a number of presumably representative members of a trade inquiring as to their costs of doing business, and always some extraordinary figures result. In one typical industry in which I investigated 120 manufacturers, I found a difference of 50 per cent between the high- and the low-cost men—and this was after assuming a uniform price for the raw material and a standard weight. In other industries the differences are even greater. Unless you take the results of such an inquiry merely as a starting point from which to begin an investigation of what it really does cost to make an article, the figures are not more valuable than would be a collation of opinions concerning the age of Ann.

When a man says to you (and in any discussion of costs, or prices, or wages, or profits, he will eventually make some such declaration):

"This article cost me \$3 to make. How am I going to lower the price? How am I going to pay higher wages? I am not making any money as it is. Theories are all right, but these are facts. Now what are you going to do about it?"

The man will probably be right—according to his lights. He thinks that it costs him \$3 to make the article. But what he thinks

it costs and what it does cost may be very different figures. Costs form a basis for reflection, but are not to be arrived at by pure reason. What he has charged to that article according to the usual costing mode are the interest upon all of the mistakes of his predecessors, the money that his credit department should have but did not collect, the errors of his sales force, and so on through a long list of wastes, until probably if you analyze his costs you will find his \$3 cost in detail exhibits itself not as a roster of the material and labor that actually went into the product but as a catalogue of waste.

For instance, you will probably find a percentage on the investment upon the delightful assumption that money is worth 5 per cent or 6 per cent anyhow, when it must be perfectly obvious that money is worth only what it earns—which may be nothing or 100 per cent. And it is the usual practice, from which manufacturers are unable to depart for the time being, to charge mortgage interest or other so-called fixed charges into the product.

This is an accepted practice, but it has no logical foundation beyond the point of charging to the article what amounts to the wage of the machinery, power and housing necessary to produce it. This wage is often stretched under the guise of an investment

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item to contain the wages of an immense amount of machinery, power and floor space that has nothing at all to do with the making of the article—some of the machinery may be but grim monuments of the past. And after you have delved into the investment side of the cost you will have to go on further to inquire as to how much of the labor charge went into the article and how much into studied leisure, or doubtless healthful but industrially unnecessary pedestrianism.

Samuel Johnson, it will be remembered, while passing through a street could not resist touching various poles and lamp-posts that lined his route. He zigzagged to and fro, and it must have taken him quite a long time to go through a densely-poled community. His habit strikes one as absurd, and yet many, perhaps even the majority, of industrial plants are organized on the Johnsonian principle, and they charge into their product not only the postal peregrinations but also the cost of the posts!

#### ANALYSIS OF COST FIGURES

We can say that it costs so many dollars to make a steel wrench, and we can let it go at that, but the sensible follow-up question is what sort of tools were used in making that wrench; was it cast in a square block, cut out with a hand chisel and then filed and ground down to shape? Or was it drop forged? Did the maker turn out a single wrench or a million? In short, what equipment and experience did he bring to the task?

That inquiry is at the basis of every cost figure. It is absurd for anyone to announce *ex cathedra* that it costs so many cents to move a ton a mile, that it costs a fixed amount to mine a ton of coal, or that it costs a definite sum to manufacture any article, for, unless we propose that the business intellect stand still, a costing price is never to be considered as a finality but merely as a figure on which one starts to bear down after an examination of all of the surrounding circumstances.

The industries which claim to have fixed costs, such as mining and transportation, are our more backward brethren with whom traditional practice is more highly esteemed than progress. Various outside forces, including Governmental regulation, have tended to crystallize these industries by imposing on them standards gained by averaging mediocrity and ability; that is, they have had applied to them the old trades-union rule of wage measurement and thus have successfully killed initiative.

Unless costs are considered as agents provocateur to stir up trouble and uncover wastes they might as well not be taken, for otherwise they are merely dull historical records with a possible museum value. We keep costs first to find out what we are doing, and then to discover how to do it better. If we stop at finding out what we are doing then our record is not of much value. How much it costs to chip a casting with a cold chisel is useful only when we compare it with the cost of doing the same operation with a modern planer.

What we are talking about in this article is attaining the performance of the highest public service on the part of the manufacturer. This we further define in unmoral terms by saying that this service has as its components low prices to the public and high profits to the manufacturer—which are not opposed but inevitably complementary factors.

That which usually prevents the attainment of this wholly practical objective is the waste in carrying through the operations of manufacturing and selling. A very considerable part of this waste gets down to the arrangement and use of the plant.

We have learned a little about plant arrangement; we have learned that a straight line is the shortest distance between two points. Now we are beginning to learn something about the use of the arrangements that we make.

The progress of advertising and selling was beginning to call attention to plant use before the war. The right sort of advertis-



Where page position  
governs composition.

An advertisement *can*  
do poster duty in  
magazine space.

2<sup>nd</sup> Cover-  
*Saturday Evening Post,*  
May 1<sup>st</sup>

*A Del Monte  
Advertisement*

THE H.K. McCANN COMPANY  
*Advertising · 61 Broadway · New York*  
CLEVELAND SAN FRANCISCO TORONTO



ing and the right sort of selling create demand—that is, they uncover in the individual a demand which he did not previously know that he had. We used to think that creating a demand was all there was to business and that a stack of unfilled orders was a sign of good management. We now know otherwise; we know that an organization out of balance is not more useful than an automobile that has one very fine wheel which happens to be a different size from the other three. This odd wheel may be a perfect thing to look at but the motor car will not run as well as it would with a much poorer wheel but one of the right size.

A business has to be in exact balance. The advertising and selling must not only sell to the capacity of the factory but to the capacity founded upon the article which the factory can make with the highest efficiency.

#### WITH ADVERTISING CAME GREATER SPECIALIZATION

Both selling and advertising have reached such a high point of development that the old methods of manufacturing are no longer suited to them. In the old days before advertising, a member of the firm dropped his work in the office, went out and sold something which the customer said he wanted, then came back and had the shop make it. That, to a great extent, is still the method of foreign salesmanship and manufacturing. They do not aim to create demands so much as to supply demands already in existence, which is one of the reasons that American goods have, generally speaking, such a small measure of success in foreign markets.

But as salesmanship developed and advertising was added to it the process of creating a demand began—although, I think, unconsciously. We now know that a demand is not something that a person is born with, but is purely a matter of environment. For instance, the average household abroad considers a central heating plant as being in the way of

a luxury. Here a very considerable portion of the population considers it an absolute necessity. Electric lighting and the telephone are in like case. If you run through the list of most of the things that you use during the day you will discover that you buy them as by habit, and though you may not have been consciously brought into that habit through selling and advertising, yet, as a matter of fact, you have been. These demands increase with each newly educated generation.

Take soap. Long ago people made their own soap at home. Later small soapmakers sprang up, supplying neighborhood trade. Then came larger soap manufacturers with special soaps, and today very few housekeepers know how to make soap, while the manufacture of soap is a very important "essential" industry. Further than that, where the home of a hundred years ago had and knew only one kind of soap, even the poor of to-day will have at least several kinds of soap in the house for various purposes. One no longer simply buys soap; one buys a particular brand for a particular purpose. A soapmaker can turn out a hundred different kinds if he chooses, but the big successes in soap manufacture have been attained by concentrating upon a single brand and pushing that to the utmost.

The very force of salesmanship has compelled a concentration and a specialization that are not yet fully realized. A striking success in any one line fortunately brings in competitors who sell, if short-sighted, purely on a price basis against the manufacturer who was first in the field, but if far-sighted, sells on both price and quality. And the manufacturer first in the field has then to take stock of himself to see if he is getting out the best product he can and at the lowest possible price. Price is never alone a sales argument; price is not to be thought of merely as first cost.

Price and quality, considered together, form the real manufac-

(Continued on page 161)

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## Greater Returns

Advertisers using **THE AMERICAN WOMAN** next Winter will buy circulation at a rate that should make it one of the best paying mediums on their list.

The new circulation plans are working out so that while our rate of \$2.50 a line and guarantee of 500,000 circulation monthly remain unchanged, the actual circulation of the Fall and Winter issues will be considerably in excess of our guarantee.

Such a condition at this time is so unusual that it needs only to be called to the attention of advertisers and agents.

No increase in our line rate is contemplated at this time.

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## THE AMERICAN WOMAN

*"The Real Magazine of the Small Towns"*

Member of the Audit Bureau of Circulations

*Western Advertising Office*

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

*Eastern Advertising Office*

W. F. HARING, Mgr.

Flatiron Bldg., New York.

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# Increased Advertising Rates Urged Before Senate Committee

Publishers Divide Blame for High Price of Print Paper and Offer Various Solutions

GOVERNMENT legislation to reduce newsprint consumption was both advised against and urged, ten-cent daily newspapers were predicted, immediate curtailment of consumption was urged, co-operation suggested, and other marked differences of opinion between various types of publishers and paper men developed at the Congressional investigation of the print paper shortage now being conducted by a sub-committee of the Senate. This sub-committee is called the Committee on Manufactures, and is headed by Senator Reed, Democrat, of Missouri. Its plans include inquiry into supplies, distribution and prevailing prices.

Starting Wednesday, April 28, in Washington, the committee has already heard from prominent publishers and paper manufacturers, and will also hear print paper brokers from New York and other cities.

One of the first witnesses before the committee was Frank P. Glass, of Birmingham, Alabama, former president of the American Newspaper Publishers' Association. He said that the shortage of newsprint was world-wide and doubted the "justice and feasibility" of Congress attempting to reduce consumption by limiting the size of publications admitted to the mail. Mr. Glass declared that he thought present prices of paper excessive and that the manufacturers were making high profits.

In answer to Senator McNary, of Oregon, Mr. Glass said there was no temptation for manufacturers to divide territory for the sale of their product because of the great demand for paper. He also said that he did not believe the excess profits tax was to blame for the increased volume of advertising.

George McAneny, of the New York Times, agreed with Mr.

Glass that the increased advertising was a coincidence to the application of the excess profits tax, rather than a direct result of that law, and that the demand for advertising was due to a post-war desire of business men to stimulate business. Mr. McAneny pointed out that there is actually more newsprint this year than last, but that the shortage of paper was due to the abnormal demand for advertising. He showed that New York newspapers had been lending paper to each other for months, and stated that the *Times* would have not been published Sunday, April 25, but for a loan from the *Globe*.

Samuel M. Williams, of the New York *World*, stated that the *World's* ownership of paper mills placed it in a different position from newspapers generally, and that he accordingly had no suggestions or complaints to make.

## OF DIFFERENT OPINIONS

Brokers and small manufacturers were blamed by Mr. McAneny for the present high prices.

Charles Lane, of the New York *Evening Post*, suggested the best remedy for the spot market condition was for publishers to stop competitive bidding.

Price fixing, Government control of distribution and limitation on the size of publications by a graduated postal ban were opposed by the metropolitan publishers. Arthur W. Dunn, representing the American Press Association, serving small dailies, declared, however, the smaller publishers favored Government control of distribution, but did not know whether legislation to that end would be constitutional.

At the second day's hearing, seven witnesses were heard by the committee, all of whom practically agreed that reduced production of



Brooklyn stands  
fourth in manu-  
facturing of all  
cities in the U. S.

Is this great in-  
dustrial com-  
munity buying  
your goods?

The answer is  
"yes" if you're a  
Standard Union  
advertiser.



paper, due to lack of understanding between publishers and manufacturers, together with the rapid increase of advertising since the war, had resulted in a situation of which the small brokers and jobbers had taken advantage.

M. F. Hanson, general manager of the Philadelphia *Record*, appearing for all the Philadelphia newspapers, testified that publishers had been victims of unconscionable profiteering.

The regular large paper manufacturers were absolved from blame at this hearing and declared to have been reasonable in making new contracts, but blame was placed upon mills converted from specialties to newsprint mills, because of the tremendous demand for newsprint.

W. E. Carpenter, publisher of the Lincoln, Ill., *Courier-Herald*, stated that unless relief was provided without delay many smaller daily publications would be compelled to suspend. He declared that print paper in storage was controlled by about sixty publishing firms and small publishers were unable to reach it.

Paul Patterson, of the Baltimore *Sun*, said that manufacturers had failed to expand their plants, due to the lack of understanding between them and the publishers. As a result of this situation, when the publishers came to renew their paper contracts this year, insufficient paper to meet demands was discovered, so that 1920 was entered with a shortage of paper on every hand.

No paper making machinery was made during the war, according to Mr. Hanson, and another year will elapse before there will be any material increase in production. Paul Patterson said that while there would be no increased production this year, production in 1921 would be 300,000 tons more than for 1920.

Frank A. Munsey, of New York, appearing before the Senate committee investigators later, predicted five- and ten-cent daily newspapers. He urged drastic reduction in the use of newsprint and governmental regulation both

of the paper and wood pulp sources. Mr. Munsey told the committee that co-operation could not be made entirely effective because some publishers would not enter into agreements to restrict newsprint consumption. One remedy suggested by Mr. Munsey was for the Government to obtain all forests by constitutional amendment and apportion the present timber growth for paper making until new forests could be grown.

William Randolph Hearst, in a letter to the committee, advocated a 20 or 25 per cent cut in the size of newspapers, but said that he believed the time for Government regulation had passed. His letter in full appears on page 117 of this issue.

Mr. Munsey told the committee that the Government could not reduce newsprint consumption by regulating the number of pages of papers admitted to the mail, because scarcely any of the large city dailies rely for their revenue on mail circulation. Mr. Munsey also stated that if the ratio of consumption continued for the next twenty-five years as it had in the past quarter of a century, there would be no wood pulp forests left in the world. "I know that sounds like a broad statement, but it is true," he said.

Both Mr. Hearst and Mr. Munsey agreed that large Sunday editions of the city papers were important factors in the situation. Mr. Munsey advocated regulations limiting the Sunday edition to the size of the week day issue, "not more than twenty-four pages."

A telegram from Courtland Smith, of the American Press Association, asked the Government to take control of newsprint distribution. Senator Gronna, in this connection, asked Mr. Munsey if it were not true that the small country publishers had no contracts and were forced to rely on brokers, buying in the spot market. Mr. Munsey said he believed such might be the case, but stated also that many city publishers found themselves in a similar situation.

## Touch Off The Fuse

When one charge will do the trick it's waste of time and money to lay others. Successful advertisers realize the value of a medium that covers its entire field. Because of the wealth that is tied up in the nation's fruit farms the fruit grower has become more and more a promising 'prospect' for big business. Manufacturer and merchant alike have come to realize that because of its comprehensive appeal to the thousands of fruit growers the advertising columns of the **AMERICAN FRUIT GROWER** bring results.

During the year of 1919

**3,976 lines of  
Dynamite advertising**

appeared in the pages of the **AMERICAN FRUIT GROWER**.

**AMERICAN  
FRUIT GROWER**  
CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 200,000 monthly

Members Agricultural Editors Association

Members of Agricultural Publishers Association

**SAMUEL ADAMS, Editor**  
**ROBERT B. CAMPBELL, Publisher**  
**J. E. FORD, Director of Advertising**

Mr. McAneny had a little different angle from Mr. Munsey upon the scarcity of paper. He said that the situation was due not so much to the scarcity of wood, as to a scarcity of mills. "Two mills I know of," said he, "that expected to be making paper by the first of this year, find now that they cannot get machinery before 1923." He suggested that the situation could best be met by further restriction of advertising by the papers through higher rates and the encouragement of new mills and conservation of wood.

Another witness before the committee stated that Government regulation would instantly check production, thus making the situation even worse than it is now.

Mr. Patterson expressed a hopeful view by saying that the universal practice of curtailment in the use of paper, which he said was being observed by the newspapers, would result in a marked effect on the market by fall. He continued, "But nothing effective can be accomplished unless there is a definite curtailment in the amount of advertising, and the only way that can be done is to increase advertising rates, not for the purpose of increasing revenues but to hold down the amount of advertising."

At the close of the hearing on Saturday, Chairman Reed announced that paper brokers would appear before the committee on Monday. He also read a telegram from T. R. Williams, of the Pittsburgh *Press*, president of the American Newspaper Publishers' Association, saying that he could not appear before the committee in an official capacity because the association had decided to take no part in the Congressional investigation. At the same time it was announced that Senator Underwood's resolution authorizing the commission to confer with the Canadian Government regarding embargoes now placed on wood pulp shipments to the United States, was ordered favorably reported by the House Foreign Affairs Committee. Under a committee amendment the commission

reports to President Wilson instead of to Congress.

The Committee on Manufactures, when it finished testimony, will thus have a tremendous amount of data from all angles in the present situation. Whether the Government will then do anything either in regard to negative laws, such as those limiting papers in size, or positive aid toward increasing production, remains to be seen. No one has yet suggested to the committee that the Government might help in the formation of pioneer companies to assist in the production of newsprint from bamboo. The "World's Paper Trade Review" says that Burma and Assam have enough bamboo in sight, together with the Savannah grasses, to produce 14,000,000 tons of dry pulp per annum. It further states that the total cost of production will not exceed one-half of the present cost of wood pulp. A real development of these resources might please both of the conflicting elements in the present paper shortage.

#### New Accounts With Albert Frank & Co.

The advertising accounts of The Trane Company, La Crosse, Wis., manufacturer of heating and ventilating apparatus, and The Haynes Corporation, Chicago, sales engineering and sales management, have been placed with the Chicago office of Albert Frank & Company, New York.

#### C. L. Maish With Weingarten Bros.

Clarence L. Maish, who has been advertising manager of the Madison Tire & Rubber Company, Buffalo, N. Y., and advertising manager of the Bell Tailors, New York, has been made advertising manager of Weingarten Bros., Inc., makers of "W. B." and "La Vida" corsets, New York.

#### Critchfield Has Milling Account

The advertising account of the Russel Miller Milling Company of Minneapolis has been obtained by the advertising agency of Critchfield & Company.

The Sioux City, Ia., *Tribune*, an evening daily, is now publishing a morning newspaper also.



The Government itself cannot  
do business without the Family.

The Family is the Natural  
Unit—the Economical Unit  
—the Unit with a Future

## The Big 5-plus Youth's Companion Family is the *Desirable Unit*

Figure it as you may, there is no escape  
from the conclusion that to do the largest,  
surest and fastest growing business, you  
will have to do business with the Family.

**THE YOUTH'S COMPANION, For All the Family**  
**BOSTON, MASSACHUSETTS**

New York Office: 1701 Flatiron Building Chicago Office: 122 So. Michigan Boulevard



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# Sun Varnish and Collier's

The Sun Varnish  
Company is using  
Collier's as the  
backbone of its  
national advertising  
campaign.

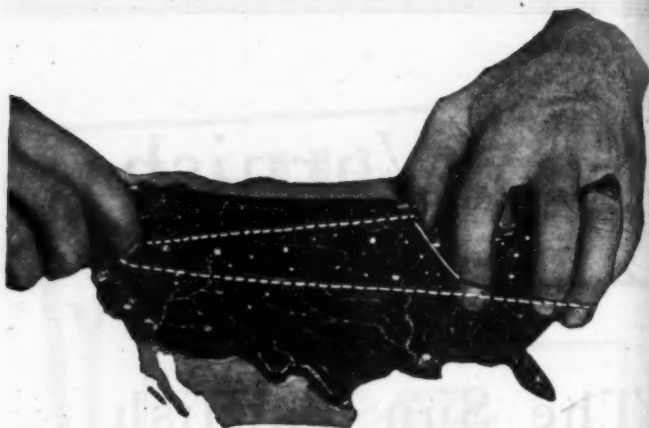
## Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

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Photographic Cartoon Series No. 14.

## Flexibility in National Advertising

**T**HE flexibility of newspapers constitutes another great advantage you can enjoy by using newspapers for national advertising.

In addition to thoroughly covering the country, the newspaper plan is so flexible that you can temporarily lift your advertising from a given territory, hard to supply in time of emergency, and concentrate and intensify that advertising in the centers where you not only enjoy a density of distribution but can supply an even greater demand.

Another big advantage in using the flexible newspapers is that you can try out one field at a time, making distribution keep pace with advertising, until you have fully covered the country. This prevents waste circulation.

*Make your national advertising flexible! Begin by dominating Baltimore's rich productive market through concentrated advertising in the all-powerful columns of the NEWS. Net paid circulation, 100,000.*

## The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

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# Making a Brand of Salt "Different" through Advertising

How the Diamond Crystal Salt Co. Is Educating the Consumer to Ask for "Diamond Crystal" Instead of "Just Salt"

By Roland Cole

CONSIDER salt. Used by mankind as a seasoning from time immemorial. Found in the strata of all geological periods from the Silurian up. Constituting three per cent by weight of the ocean. The chief source of chlorine and soda. A necessary food ingredient for most mammals. Widely used as a preservative and of great importance in chemistry and industry. Advertised as "good" by the most widely read book in the world. What else is there to say of it that has not already been said to commend it to the favorable consideration of the human race?

Advertisers who believe they have exhausted the advertising possibilities of their products and complain that there is nothing new under the sun: All ye who lament that your story has been told before and search vainly for new forms of expression: Ho, everyone that thirsteth after something new to say and a new vehicle of language in which to say it: Consider salt!

In 1887 a little company came into existence in the town of St. Clair, Michigan, for the manufacture of salt. For seven years it led a precarious existence. A succession of fires and breakdowns offered every variety of discouragement in the lexicon of a youthful enterprise, to quit and let it go at that. Then came the dawn. In 1896 the company became established as a paying proposition. Two years before this time a campaign of newspaper advertising to create a demand for its product was instituted, and the tide began to turn.

The important thing to note at this point is this: Advertising saved the situation. A score of other things may have helped,

and did, but the fulcrum upon which the lever of sales energy rested was advertising. This takes no credit from the product, rather adds to it. Advertising calls public attention to the high quality of the product; if the quality be absent, the advertising fails. The spending of money for space in newspapers and magazines draws after it an altered attitude of the company toward the public and a change of pace to bring sales plans and merchandising methods abreast of the printed announcements. Advertising is, therefore, a state of mind as well as the printed announcement of the sales effort.

The advertising history of the Diamond Crystal Salt Co. is full of inspiration for sales executives. Salt as an article of commerce is as uninspiring, *per se*, as mud or water. It is widely distributed over the earth's surface and most countries have a salt supply equaling and, in many cases, exceeding the demand. It is, therefore, not exchanged freely between countries. Some nations manufacture salt as a government monopoly, and China, for example, goes so far as to compute its population by the consumption of salt. However, the salt supply in various parts of the world varies greatly in purity and there is a demand for high-grade pure salt between countries. Therein lies the secret of the whole story.

## IMAGINATION IN ADVERTISING SALT

An advertising proposition is said to be interesting in proportion as it is susceptible to the influence of imagination. The phonograph, the telephone, the automobile, the airplane, the electric lamp, a canoe, fishing tackle, fire-

arms—all thrill at first mention and touch our inner vision as with an enchanter's wand. But salt! Who would suspect that anything so inert, so dull, so common, so familiar to everyone, had a future as full of advertising possibilities as any of the articles

—it would be used whether its use were urged or not. The problem of the Diamond Crystal Salt Co. is, therefore, to get people to order "Diamond Crystal" and not just "salt."

While salt is in general use as seasoning, there are scores of other uses for it with which the general public is not familiar. Hence another problem of the company is to urge a wider use of it and to find still more uses for it. Herein is an element of danger, as in promoting new uses for it reference to the general terms "salt" works an influence away from "Diamond Crystal."

The advertising problem of the company will be best understood by a consideration of the last problem first and examining the means adopted for tabulating the many uses for salt and getting these uses into the hands of consumers.

A booklet was compiled entitled "One Hundred and One Uses for Salt," very attractively designed, of 20 pages, six inches by three and a quarter, printed in colors and profusely illustrated. An index shows the division of the booklet into eight

parts, such as "Salt for the Kitchen, About the House, For the Laundry, For the Sick Room, For the Bath, Miscellaneous, Salt for the Table, and Salt for Cooking."

This little booklet is a revelation even to those who consider themselves fairly familiar with salt and its uses. A homely character introduces the subject to the reader—Aunt Samantha—one of whose convictions is that "getting married without love is like



White as the foam of an ocean wave. Fine as the salty spray. Pure as the air at sea. Like the tide, ever-flowing. That is Diamond Crystal Shaker Salt. Adds the crest of flavor to every food. In sanitary boxes with easily opened cap. Ask for

## Diamond Crystal Shaker Salt

Increasing health, One Hundred and One Uses for Salt, in a new Diamond Crystal Salt Company, SAINT CLAIR, MICHIGAN. Sole and exclusive distributors, "The Salt Shaker" Co., New York, N. Y. In sanitary boxes and tins for table and cooking use.

"WHITENESS" AND "PURITY" PREDOMINATE IN NATIONAL MAGAZINE COPY

just mentioned? The dullest and most uninteresting article of commerce has hidden within it the living germ of infinite growth as a subject for advertising if one has but the patience and persistence to search until he finds it.

#### FINDING NEW USES FOR SALT

First the problem and then its solution.

Salt is in general use. It is a necessity. People cannot get along without it. It is like sugar

trying  
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trying to cook without salt." In the kitchen we are told that salt makes a good brine for pickles, will keep eggs fresh, will preserve color in boiled vegetables, prevents milk from souring, removes the "muddy" taste from fish, makes eggs beat quickly, bakes pancakes without smoke or odor, keeps ice from sugaring, will freshen withered apples and enable one to crack nuts and leave the meats whole! About the house, salt removes rust, puts out fires, keeps the kitchen fire going, removes grease, soot and ink from carpets and will make an ordinary candle serve as an all-night lamp. It drives out ants, prevents moths and thaws out frozen pipes.

Among other little-known uses of salt are the following: Preventing clothespins from sticking to clothes, smoothing rough irons, relieving colic in horses, for sore throat, dyspepsia and catarrh; cleaning bottles and bathing canary birds. All the uses for salt are numbered, and there are just 101.

On page 17 are "Simple Facts of Value to Every Housewife" in which the reader learns something about the company's method of purifying salt, why "Diamond Crystal" salt contains none of the injurious chemicals found in ordinary salt and what "flakiness" means. The last two pages describe the company's three brands of salt for household use, "Shaker" salt for table use, "Table" salt for table and kitchen use, and "Flaked" salt for cooking and buttermaking. Every page of the booklet bears a running foot-line in bold type: "Instead of ordering 'just salt' insist on 'Diamond Crystal.'"

The advertising campaign swings on this modest booklet. Getting this booklet into the hands of the consumer is the *coup de grâce*—it is the thing that does the trick—that puts the idea of "Diamond Crystal" into Mrs. Housekeeper's mind and makes it remain.

The elements of the advertising campaign are closely co-ordi-

nated and cover every channel of distribution. These channels in inverse order are: (1) the manufacturer (such as butter makers, bakers and food producers); (2) the wholesale grocer; (3) the retail grocer, and (4) the consumer.

The sales organization of the company consists of a force of between forty and fifty salesmen covering the United States. In order to impress upon these men the extensiveness and thoroughness of the campaign, all of its features were gathered together in a compact portfolio that is as clever and distinctive in its way as the campaign material itself. A handsome loose-leaf binder of limp leather has stamped in gold upon the outside front cover the company's well-known "shaker" package with the stream of salt transformed into a stream of dollars. Nothing else appears on the outside except the words, "The Book of Diamond Crystal Advertising, Prepared for R. L. Chipman"—R. L. Chipman being the name of one of the salesmen. This subtle touch gives the salesman the idea that the portfolio was prepared especially for him.

This little point is worthy of note by other advertisers. Nothing appeals so forcibly to the salesman as the idea that the company, or the sales manager, or other executive, thought the matter of sufficient importance to give the salesman complete information about its plans.

Opening the portfolio, the first thing that strikes the salesman's eye is a word of introduction by the vice-president of the company, which makes the advertising campaign a direct and personal thing between the company and the salesman.

Next in the portfolio comes a personal letter to the salesman by the general sales manager, in which he thanks the man for the enthusiastic way in which he supported the 1919 campaign and the use made of the portfolio containing it. Because of the appreciation shown for that portfolio and the use made of it, the 1920 portfolio

has been prepared for salesmen.

Following the letter from the sales manager is one from the advertising manager addressed, not to the salesman, but to the sales manager, in which he says, "This 1920 portfolio, prepared for Mr. R. L. Chipman at your request (note the psychology!) plainly indicates how our advertising reaches every link in the selling chain, the consumer, the quantity buyer, the retailer, the wholesaler and the wholesaler's salesmen in his territory. It allows no one to escape the Diamond Crystal message."

Turning over this letter, the salesman comes next to a clever little preachment on "Advertising Is Economical and Modern Salesmanship," in which an effort is made to "sell" the salesman thoroughly on the advertising campaign and to prime him with arguments to use when an over-wise dealer tells him he cannot handle "Diamond Crystal" salt because of its high price "due to advertising."

The rest of the portfolio is taken up with (1) illustrations of the advertisements in the general magazines to reach the consumer, (2) trade publications going to the buyers of bulk salt in the dairy, canning, produce and baking fields, (3) "The Salt Seller," a monthly house-organ going to a list of 7,000 wholesale grocery salesmen, (4) the retail grocers' edition of "The Salt Seller," which is mailed to 85,000 retail grocers throughout the United States, (5) illustrations and explanations of dealers' helps, such as folders, charts and window trims, novelties and souvenirs, (6) electros for local newspaper advertising, and (7) price lists, contracts and stationery supplies.

The national magazine copy for the entire year is illustrated, two pages being set apart for each month, from January to December. Every piece of copy is identical in lay-out. The May copy, reproduced with this article is typical. The illustration, which in each case occupies half or more of the space, represents the "shaker"

package with a stream of salt flowing out of it, and the words: "Ask for Diamond Crystal." Each month the illustration embodies a feature appropriate to that month. For instance, the copy for January shows a glacier, and reads: "White as the glaciers of the Arctic Circle. Pure as a polar breeze. Fine as swirling bits of snow."

There is one feature of the dealer helps that deserves mention. This is a chart illustrated in detail in the portfolio and entitled: "Chart Showing Comparative Purities of Diamond Crystal and the 'Next Purest' Salt." The chart shows graphically the principal impurities found in salt, of which five are mentioned, and in parallel columns under each one of these heads the percentage of the impurity is indicated.

The policy of the company on the distribution of dealer helps is not to charge for them. They are sent out to dealers or salesmen requesting them.

Two separate editions of the company's house-organ, "The Salt Seller," are issued, as already described. The regular edition, which circulates among 7,000 wholesale grocery salesmen, is pocket-size and is designed to explain the company's advertising plans and to build good will for Diamond Crystal Salt. The retail grocers' edition of "The Salt Seller" is 10½" by 14" in size, goes to the retailer every month, and is the salesman's representative between calls. Good contributions are paid for.

The advertising portfolio is the property of the salesman and is carried by him on the road.

### Ferry-Hanly Has Chicago Office

The Ferry-Hanly Advertising Company, with home offices in Kansas City, Mo., has opened a branch office in Chicago. Clarence F. Hanly, vice-president and secretary-treasurer of the firm, will be located in Chicago temporarily, until the office is in full operation. Also, C. E. Hayes, formerly with the Service Department of the Chicago Tribune and recently of the New Orleans branch of the Ferry-Hanly company, will be transferred to Chicago.

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# Philadelphia

is the third largest market in the U. S. for

## Summer Floor Coverings

At this time of the year most of the housewives in the four hundred thousand homes in Philadelphia, not to mention those in the suburban zone, are getting ready for the summer.

Philadelphia is also the centre of a belt of summer resorts such as Atlantic City, Cape May, Wildwood, Ocean City, Seaside Park, Delaware Water Gap, Eagle's Mere, etc., and most of these places are peopled with summer cottagers from Philadelphia.

In many thousands of homes the winter rugs and carpets are now being cleaned, packed in camphor and stowed away until cold weather comes again.

Grass rugs, light-weight carpets, art squares, oil-cloth, linoleum and other hot-weather floor coverings take their place, while the heavy curtains and hangings are also being displaced with light, filmy summer curtains.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the home they live in.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

"In  
Philadelphia  
nearly everybody  
reads the  
Bulletin"

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post Office report

466,732 *copies*  
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

# The TOLEDON

A SCORE of years before the Better Business Commission was established, THE TOLEDON NEWS-BEE placed itself on record as opposed to objectionable advertising.

Close censorship of advertising copy keeps the columns of THE NEWS-BEE clean and dependable, but prevents it from having the business of a number of advertisers which some papers of the city carry. THE NEWS-BEE feels repaid by the greater confidence the readers have in it.

## The Toledo News-Bee Protects Re

Akron Press  
Cleveland Press  
Cincinnati Post  
Columbus Citizen  
Covington (Ky.) Post  
Dallas Dispatch  
Denver Express  
Des Moines News  
Evansville Press  
Houston Press  
Los Angeles Record



Memphis Press  
Oklahoma News  
Portland (Ore.) News  
Sacramento Star  
San Diego Sun  
San Francisco News  
Seattle Star  
Spokane Press  
Terre Haute Post  
Tacoma Times  
Toledo News-Bee

# SCRIPPS E



# NEWS-BEE

## No Premium-Bought Circulation

THE NEWS-BEE does not offer premiums to the public as a bait to secure subscribers or readers. THE NEWS-BEE is "a real newspaper," as is evidenced by the fact that over 76,000 families like it well enough to pay two cents daily for it, and have learned to believe in and rely upon what they read in its columns—both advertising and news matter.

## teads Readers and Its Advertisers

**M**ANY publishers are advertising their recent conversion to the clean advertising idea.

The Scripps-McRae League Newspapers have exercised a strict censorship over their advertising columns for more than twenty years.

# NEWSPAPERS

Foreign Advertising Department  
Union National Bank Bldg., Cleveland, Ohio

New York Office: Marbridge Bldg. Chicago Office: First National Bank Bldg.



## Concentrate

Many national advertisers who want Chicago business are dazzled by far-flung circulation *when their objective is a single market.* They have visions of dominating thirteen million people *around* Chicago, and disastrously forget the nearly three million right here in Chicago that can be and are dominated by a single advertising influence—The Chicago Daily News.

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# Setting Type in Unconventional Form

Not Always Necessary to Arrange Solid Blocks of Text, Unrelieved by Any Ingenuity of Shape

By W. Livingston Larned

THE man who first said that "Type can be made to talk aloud—type can be the equivalent of picture," has never been far wrong.

Most people look upon type as something made of metal that tells a story. It is "set up," either by hand or on a machine, has very definite limitations, and is about as elastic as an ingot of iron.

The type book is a weighty volume, wherein is given a conglomerate mixture of different type faces and styles. The one we want we can never have. The printer is just out of it. Our second best choice will not fit the space. The third best is not considered readable, and so we throw up our hands in despair and say: "Very well, set it up any way and let it go."

This to save further argument.

But there is science to type. It is a fascinating study. The deeper you get into it, the more wonderful its possibilities seem. It is not always necessary to mark off a square space and deposit a mass of type there, as one would fill a non-elastic mold.

However, it is no amateur's game.

The printer and type-setter has small patience with marginal hieroglyphics that are obviously non-professional. He must have exact directions, this man who deals in type. And as clever and as resourceful as he is, he can't jam 500 words, of a certain type face, into space that will hold, say, 150 words. Some things are physically impossible.

Unfortunately, the printer can't bend the column rules for you. Nor can he run out into white margins. His art is one of exact measurement.

A great deal of type trouble

has been caused, unconsciously, by the layout man who makes the first rough draft of an advertisement.

This man places all of the component parts of a complete display. It includes picture, trademark, name-plate, text, headlines, borders, etc. As a rule, he favors the artist. He leans heavily to picture. And when he has finished, the space marked "text" is highly deceptive.

That space may seem adequate and in proportion, but when you examine it closely and have proofs of your text submitted, and begin to think it over seriously, you find that the advertiser's written message has been shoved almost out of bed. It is hanging on to the margins by its eyebrows. It has been shamelessly ignored and handicapped.

It is easier to be deceived in the proportion of space for type, than in any other phase of advertising we can think of at the moment. It seems to shrink after you have planned and diagrammed it. It grows smaller and smaller. You write a few lines and when it finally reaches the type-setter it is a book!

## TYPE SPACE GUARANTEED

We know of one man who has hit upon a new idea in ad-building. To our knowledge, the scheme has never been used before.

The type is set, actual size, and pasted into the layout, and the illustrations, borders, etc., built around it.

This idea has its disadvantages, but it at least means that sufficient space is always left for the story.

There are other safeguards not without practical application. One is to submit the rough sketch of



a part of the text in a baffling, circular shape that required extreme patience to read. It was, in other words, a type puzzle, demanding considerable time to decipher.

"It's a long lane that has no turning," said the caption, "follow the Colgate trail and know the keen delight of real shaving comfort."

This "trail" was a trail of type. In and out, back and forth, crossing and recrossing, went a path of lettering. In order to read it the reader was compelled to turn the page in many different directions and at many strange angles.

And the final word ended in a clean white mortise, where the advertiser's story was continued in more simple form.

It might be said that all copy, all captions, should be at once legible. Colgate advertising, however, has a law of its own. And the labyrinth of type is merely the latest idea in getting every-

body interested in an idea. The very character of the twisted caption makes it compulsory for people to follow the trail through to its logical conclusion.

While type should be easily read, there is really no reason why it should conform to any specified form. It need not be "always square, always nicely lined off."

The fitting of the type message into peculiar shapes and mortises is entirely permissible, provided these mortises have a real reason in themselves.

Perhaps the most serious fault that can be found with modern typography is the sudden switching to new and different type faces. Some advertisers have the fantastic idea that with every hundred words there should be a new style of type.

This may sound well and good, when looking over a type book, but when the complete advertisement is set, the eye wearies of the constant jumps.

Here is an excellent idea to

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

keep in mind when thinking type:

Day after day, the human eye is accustomed to certain sizes, styles and forms of type. This means book type and magazine type or newspaper type. Any radical departure is an exaction on the eye.

The mad desire to emphasize is responsible for heavy-faced type, for underlining, for special emphasis of one kind or another. The mind receives it with greater acclaim than the eye. It is much easier to read a solid bank of nicely spaced type, wisely paragraphed, than to present the same amount of wording in a number of different sizes and styles of type.

To attempt to run type from a tint, over to white paper, is a common failing. And again the eye is the judge and the jury, resenting the liberty. Keep type on an even surface and on an even tint.

Typographers say that advertisers are too prone to look upon the message as a matter of composition. "We receive," says one, "a layout. It is a very clever layout and it bears all the marks of professionalism, but those sharp little squares, meaning type, are not so good in practice as they are in preachment. They mean balance to a composition, but they do not mean easy reading. I have known advertising men to specify certain areas of type merely because it made the space balance. I am afraid they think more of art than they do of legibility. I am free to confess that composition is highly important, but to be able to read the story has its place in the scheme of things, too."

There is an answer to all this.

Call the printer into your conferences. Make him a working partner. Do not look upon him merely as a sort of mechanical last-minute necessity. Perhaps the printer has his ideals and his dreams, too.

The type book is the equivalent of the swagger hotel menu, with a great many delicious and invit-

ing things listed. Of course, if you have the appetite, you can order everything on the bill-of-fare, but it may give you indigestion.

### An Exhibit of Commercial Packages

The American Institute of Graphic Arts will hold next month an exhibition of the application of art to the design of packages and containers. The exhibition is to be held June 4 to 25, inclusive, in the exhibition galleries of the Bush Terminal Building, New York. The purpose, as announced in the prospectus of the Institute, is "not only to mark the progress and development of the design of packages to date, but to show, as well, the great possibilities still unrealized." In arranging the exhibit, the Institute seeks the co-operation and interest of manufacturers of packaged products, advertising agents, commercial artists, art schools, printers, engravers, lithographers and makers of containers.

Ray Greenleaf, 50 Union Square, is chairman of the committee of arrangements. The closing date for entries is May 15.

### Channell Doubles Up Effectively

The Channell Chemical Co., Chicago, in current newspaper advertising uses slogans to help tie up the two commodities advertised—Aladdin Dye Soap and O-Cedar Polish. The Aladdin slogan, "Colors as it Cleans" starts off the copy and two-thirds of the way down, where the O-Cedar advertisement begins, appears the O-Cedar slogan, "Cleans as it Polishes." The similarity of the slogans helps link up two articles that are quite unlike in the work they perform. Presumably the advertisement should have the tendency of making new Aladdin customers out of present O-Cedar users, and vice versa.

### Additions to Penton Staff

George B. Howarth, for the past seven years associated with the Norton Company, Worcester, Mass., has joined the business office force of the Penton Publishing Company, Cleveland, publisher of *The Iron Trade Review*, *The Foundry* and other trade journals. Mr. Howarth has been with the sales department of the Norton Company, in charge of advertising and with the general order department.

Donald Gilchrist, formerly associated with *Hardware Age*, New York, has been added to the Penton copy staff.

### Canadian Kodak Appoints Agency

The Canadian Kodak Co., Toronto, the Canadian branch of the Eastman Kodak Company, has placed the Baker Advertising Agency, Limited, Toronto, in charge of its advertising.



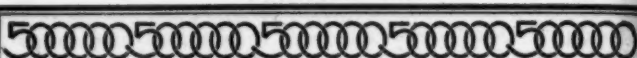
## *A Food Service*

far in advance of the ordinary—recognizing food as a great fundamental—giving the best obtainable scientific advice, in a practical way, upon those food problems which govern the physical and economic welfare of the home—this has long been the aim of the Editors of the JOURNAL.

That this sincere editorial effort is tending towards accomplishment may be observed in any current number of the JOURNAL.

**The People's Home Journal**  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*



**L**ESLIE'S editorial policy is essentially masculine. It is concerned primarily with business and politics. Sixty-five years have given it the experience of three reconstruction periods following three wars and of sixteen presidential elections. It is mature.

Today it is giving clean-cut expression to constructive opinion upon the three great emphases in the present thinking of the American public: To the nation and its institutions; to the nation in its international relationships; and to the nation in its industrial aspect.

Leslie's is thinking editorially upon those conditions of our national life which are uppermost today. Against the radicalism that is tearing at the very roots of the American structure, Leslie's sets up a program of sane, intelligent construction. It is building.

The circulation it reaches is naturally composed almost entirely of men—of business and professional men. They have been called the first 500,000 of the reading millions. They constitute a natural market for the type of advertising indicated on the opposite page.

**FRANK L. E. GAUSS**

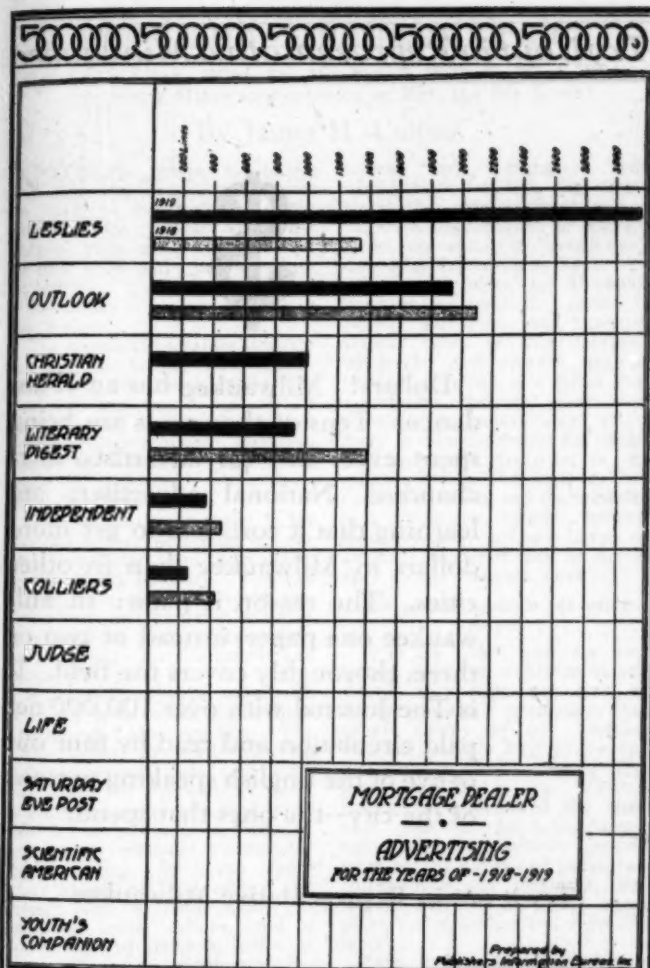
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MORTGAGE DEALER

ADVERTISING

FOR THE YEARS OF -1918-1919

LESLIE'S

Half a Million Guaranteed—The First 500,000

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## ***Try it out in Representative Milwaukee***

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Dollars! Milwaukee has an abundance. Tens of thousands are being spent every day for advertised merchandise. National advertisers are learning that it costs less to get more dollars in Milwaukee than in other cities. The reason is plain: In Milwaukee one paper, instead of two or three, thoroughly covers the field. It is The Journal with over 100,000 net paid circulation and read by four out of five of the English speaking persons of the city—the ones that spend.

Try it out in Representative Milwaukee

## ***The Milwaukee Journal***

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

# The Latin-American Dealer

What Is He Like? What Are His Buying Habits? What Kind of Advertising Makes an Impression on Him and His Trade?

By James H. Collins

NOTHING seems to puzzle American manufacturers quite so much as the dealer in Latin America—the fellow with the shelves, show window and service as they know and work with him at home.

Let us see if we can get him in the picture.

The technical literature describing him is ample, but seldom written by men with dealer experience, one would say. So it bristles with information about direct representatives, agencies, importing houses, upcountry branches, importing wholesalers, importing retailers.

This is really your dealer in his various phases according to the size, population and purchasing power of his territory. You can do business with him when you know him, and probably utilize a good deal of your dealer experience at home for his benefit and your own.

A magnificent opera house with a marble front and a plaster back symbolizes Latin America. The Latin American need take no offense, because some such symbol stood for the United States seventy-five years ago, and if he will let us put him in terms of our own development it makes for understanding. With an upper class possessing land, money and power, able to build cities expressing Latin culture, and a lower class of peasants, native or imported, and no middle class between, one naturally walks out of magnificent cities into a back country where most of the people live under the crudest conditions. The Latin American is now going beyond the cities, planning better things for his back country, where there will be vast improvements the coming generation.

Thus it comes about that in Buenos Aires and Rio de Janeiro there are importers who sell to

jobbers only, importers who wholesale to retailers, department stores that import direct, and a turnover large enough to warrant direct representation through one's own branches in many lines.

Cross the river to Uruguay, however, or over the Andes to Bolivia and Peru, and turnover shrinks down so that importer, wholesaler and retailer are all jumbled together, and direct representation through your own branches is unprofitable unless there is special demand for things like pneumatic drills up in the mines. Follow the coast up into Central America, and the importer is a wholesaler, retailer, banker, money lender, produce buyer or anything else that may be necessary to get business done.

## THE SOUTH AMERICA WE DON'T KNOW

It is the cities, and the two largest republics of Argentina and Brazil, with sixty per cent of South America's population, that appeal chiefly to our business imagination. So long as we can distribute on lines reasonably like those familiar in our Eastern States, we understand the business. But the real Latin-American outlet is a country general store, selling plows and penknives, cotton duck and dynamite, and taking payment in wool, goat skins, coffee, rubber and vegetable ivory.

Even in Brazil and Argentina the general store obtains outside the cities. Rio de Janeiro has its department stores and specialty shops for French gowns and bonnets. Direct steamers from Europe to Pará, Bahia, Pernambuco and Santos (the port for São Paulo) give those centres importing houses and traveling salesmen. But in South Brazil, where smaller ports are visited only by Brazilian coastwise steamers, and

the turnover in imported goods will not bear the expense of traveling salesmen from Europe or the United States, or afford commissions large enough for exclusive importing, business has to be done on the general store basis.

The best way of getting acquainted, of course, is by a personal visit to South America, beginning with the cities and following trade ramifications right out into the pampas and the mountains. This calls for an investment in money and time. One should know Spanish, if not Portuguese, and expect to rough it occasionally.

A Yankee export manager was sent on such a trip by his house. Late one night, after a week on horseback, he reached a little village in the interior of Brazil. They showed him into a room with three beds. Dropping asleep on the first, he was awakened by bedbugs. The next bed looked cleaner, but fleas drove him out of that. He retreated to the third, where the ants discovered him before morning. But he learned something about Brazil—that the Brazilians make the best hammocks in the world, and a hammock is the thing for such trips. Because he walked through the lath and plaster back of our figurative opera house, and learned how goods are distributed to the last consumer, his house now has South American branches, and a volume of business that may ultimately warrant its own steamships.

It is possible to learn much about the Latin-American dealer at second hand, and by an odd kink in the distributing machinery, the greater the distance he is located back in sparsely settled countries, the more directly he is linked with distributing machinery in the United States.

Central America and the West Coast countries are the most remote. Their purchases are smaller, fewer Americans live in them, their people live in inaccessible mountain regions, and hardly any line of products warrants branch representation or even regular

visits by salesmen. But these countries enjoy better steamship, mail and cable service with the United States than the East Coast, and service through large American concerns that sell them our products and find markets for their own. These concerns have large organizations in the United States, and their business is departmentalized, so that anybody seeking information about better distribution of adding machines, cotton hosiery, shotguns, or tomato catsup in those countries could find a competent adviser in New York or San Francisco.

#### FIRST-HAND SOURCES OF INFORMATION

Our banks in Latin America are excellent sources of information. Primarily, they supply credit data, make collections, advise about documents, terms, tariff regulations and other details connected with actual shipments. But there are men of imagination in their organizations, both in Latin America and at home. These men are ready to make suggestions toward bettering dealer distribution in any line. Better dealer distribution means more business for the bank. If they do not know how to advise in a specific line or locality, they will go out and investigate. The big idea is, that somebody really wants to get closer to the Latin American dealer.

Next come organizations of American business men on the Southern continent, such as the Chamber of Commerce of the United States in Buenos Aires (Calle Bartolomé Mitre 455), the American Chamber of Commerce for Brazil in Rio de Janeiro, (Avenida Rio Branco 110), the North American Chamber of Commerce in Valparaiso (Calle Prat 271), and the Rotary Club of Uruguay (Herbert P. Coates, Calle Sarandi 469). Information given by these organizations will be secured either through special investigation or from members engaged in the particular line about which it is sought.

Special information is also obtainable from United States con-

suls and the commercial attachés at our embassies, now known as trade commissioners and working under the Bureau of Foreign and Domestic Commerce.

The idea of helping him move goods after you have sold them to him and got the money is decidedly new to the Latin-American dealer, even where he has a fine city establishment. The manufacturer is far off, in Europe or the United States, so that distance has made teamwork difficult.

An American optical concern sent a representative to Buenos Aires, not to sell goods, but to create consumer interest for dealers by demonstration. The first dealer upon whom this representative called complained that the American products were not so good as the German, formerly dominating that market.

"What makes you say that?" asked the American.

"My own experience," was the reply. "I have two cameras, one German and the other your make. The German camera always gives better results."

"Will you let me test both?" asked the American. And by making pictures with both, and submitting them unmarked for the Argentine's opinion, he himself pronounced the work of the American camera superior. Having sold the man behind the counter, this representative called upon photographers, oculists, users of microscopes and other apparatus, giving technical information and creating demand for dealers.

Because the idea is new, and also because many dealers in Latin America are country merchants, dealer aid cannot be as direct or elaborate as in the United States. Propose a "Paint Up" week to the shopkeepers of Chile, and they would neither know what you were talking about nor have the organization to carry it out. But it is entirely feasible to help them increase paint sales by methods that work automatically.

For example, window and counter display devices are a novelty in Latin America. The Germans alone made efforts along this line, and displaced British goods

packed unattractively, putting their scissors on counter cards where the British article, wrapped in paper, was kept out of sight in a drawer. We lead in such devices, and if our goods reach the Latin-American dealers in novel display containers, and he finds they sell themselves, he will see the point.

#### WINDOW DISPLAYS SCARCE

Very often he has no show window. Even in the cities iron shutters are drawn down over every shop window at night, and during the two-hour noon breakfast, when everybody goes home. So window dressing material will not be as useful to him as signs, transparencies, pictures, placards, posters and cut-outs. Pictures of handsome women, and particularly our show girls, always attract attention. The movie fans of Latin America, women as well as men, decorate their rooms with portraits of film stars. Pictures of the big and characteristic industrial things in the United States are also interesting in countries where industry is not so well developed—big buildings, work forces, machinery, and the like.

Go into the American farmer's home, and you will find tropical pictures, usually—palms, coconuts and bananas. And in the hut of the Brazilian rubber gatherer you are pretty certain to find ice and snow pictures of some sort. This illustrates the universal human interest in what is remote and different, and gives a suggestion for planning dealer aids.

Containers offer sales possibilities. There have been cases where American manufacturers, proud of a sudden demand for their goods in Latin America, discovered that demand was really for the containers. Glass, china, fibre, metals and even wood are so scarce along the West Coast that people come out in boats when a ship arrives and eagerly gather every bottle, crate and can thrown overboard. "Yes Señor," said a West Coast druggist when asked for a certain chemical, "but you must supply the bottle." Many

of the double-purpose containers which we have evolved could doubtless be adapted to Latin America to stimulate sales.

Samples are appreciated by the dealer—so much so that frequently he sells them! Advertising novelties and trinkets also come in handy. The premium idea, by which coupons or labels are redeemed, has apparently never been widely applied on the Southern continent.

Dealer aid will be a good thing for both the Latin-American merchant and the American manufacturers.

To the merchant it is the beginning of a better way of doing business. His turnover is slow, and often small. His profit is correspondingly large. Money costs him high interest rates, and he needs a great deal of it because goods travel long distances and his customers require long credit. Dead stock clutters his shelves, and he will keep it to the end of time, hoping to get his money back with the regular profit rather than clear it off on the bargain counter, of which he may never have heard. It will be a good thing for him, and for the public in those countries of excessive prices when quick turnover makes his money really work and lowers prices and profit margins.

For the American manufacturer, dealer aid will bridge the gap of distance and indifference that now makes so much of our Latin-American business haphazard, irregular and irritating. Goods will be supplied regularly, in many cases through reserve stocks in the Southern countries, volume being built up so that this becomes practicable. The Latin-American merchant's aversion to trade-marked goods will be broken down when he understands that trade-mark is another term for turnover. There will be less shoddy and substitution, at present the cause of irritation in his dealings with us, because unscrupulous middlemen will be eliminated, both in the United States and in Latin America.

Dealer aid is simply getting on

to the Latin-American merchant's side of the trade, looking at things through his eyes, and helping him with a knowledge of his conditions, difficulties, ability and temperament. It has worked in América del Norte. It will work in America of the South—if we work it.

### Beebe Leaves Long-Bell; Houston Succeeds Him

George A. Houston of Cleveland has been appointed manager of lumber sales for the Long-Bell Lumber Company of Kansas City to succeed William M. Beebe. Mr. Houston was formerly in charge of the Cleveland sales office, and has been with the company for thirteen years.

Mr. Beebe, who left the Long-Bell company to become president and treasurer of the Burton-Beebe Lumber Company of Seattle, a new lumber company which will manufacture, wholesale and export Pacific Coast lumber, was one of the men instrumental in developing the trade-marking and advertising nationally of Long-Bell lumber. He was manager of lumber sales for thirteen years.

### Painters' Union Wins in Philadelphia

The final advertisement, presumably, in the series of the Philadelphia Painters' District Council No. 21, appeared May 1. The campaign, described in *PRINTERS' INK* of April 22, was to win public approval of the painters' desire to get a "five-day week with five days' pay." The advertisement of May 1 shows a sign-painter in the act of completing a sign bearing the words "We Thank You" and beneath it appears the announcement that the Master House Painters' and Decorators' Association of Philadelphia, the Master House Painters' Association of Germantown, and practically all of the independent employers have acceded to the painters' request, beginning May 1.

### Benjamin Wilk With Crown Embroidery Works

The Crown Embroidery Works, New York, have appointed Benjamin Wilk sales and advertising manager. Mr. Wilk has been with the Fairchild Publications for twelve years—as advertising solicitor, advertising manager and more recently in charge of research, merchandising and plans.

### Eyler Joins Service Motor Truck Co.

G. J. Eyler, who has been associated with Delco-Light, Dayton, Ohio, has been appointed sales promotion manager of the Service Motor Truck Company, Wabash, Ind.



# \*UNIVERSAL INDUSTRIALS

Used in promoting "Ship by  
Truck---Good Roads Week"

## AND BETTER BUSINESS

AS a portion of his contribution to the "Ship by Truck—Good Roads Week" campaign, Mr. H. S. Firestone, President of the Firestone Tire & Rubber Company, ordered a \*Universal Industrial on the subject.

One hundred and forty-five prints of this picture, entitled "Ship by Truck—for Short Hauls" are being shown thruout the country from Kansas City to the Atlantic and from Minneapolis to New Orleans, from May 1st to May 15th. These prints are being exhibited as the Firestone Branch Managers decide, in some cases running only in the town where the branch is located, in many places being shown in all communities surrounding the branch.

This initial presentation is to the public thru the theaters and after it is completed these \*Universal Industrials will carry on their work before conventions, clubs, and other business organizations.

\*Universal Industrials are building better business for over one hundred representative American organizations. As a medium for merchandising, and other things, \*Universal Industrials will be valuable to you. A conference with one of our executives will not obligate you, of course.



**UNIVERSAL**  
Film Manufacturing Company

(CARL LAEMMLE, President)

HARRY LEVEY, Manager Industrial Department

Largest Producers and Distributors of Industrial Motion  
Pictures in the Universe

1600 Broadway

New York City

Studios: Universal City, California and Fort Lee, N. J.

\*UNIVERSAL INDUSTRIALS—a medium for distributing products, educating workmen in plant practice, improving sales methods, diminishing labor troubles and visualizing efficiency campaigns.





**The MISSOURI RURALIST**  
MISSOURI THE SECTION  
**CAPPER FARM PRESS**

*"Supreme in Missouri"*

Sharing the advantages  
of extensive editorial,  
advertising and research  
departments of  
**THE CAPPER FARM PRESS**

Missouri farmers read **THE MISSOURI RURALIST**. The practical, up-to-date service rendered by its editors, who live and work among the people whom they serve, has never caused its readers to regret the faith and confidence they place in its editorial pages.

Likewise, these 129,000 substantial farm families place faith and confidence in the advertisements.

**THE MISSOURI RURALIST** is their buying guide, as evidenced by the fact that during 1919, it carried over 157,000 more lines of advertising than its nearest competitor.

It is truly "supreme in Missouri"—a state which ranks first in poultry products, Poland China hogs, lead and zinc production; a state which had a crop valuation of \$549,105,000 in 1919; a state which offers you amazing sales opportunities.

## *The* **CAPPER FARM PRESS**

(MEMBERS A.B.C.)

**Arthur Capper, Publisher**

Marco Morrow, Asst. Publisher

**TOPEKA, KANSAS**

### **SECTIONS**

Capper's Farmer (Mid-West).....	Monthly
Kansas Farmer and Mail and Breeze.....	Weekly
Missouri Ruralist.....	Semi-Monthly
Nebraska Farm Journal.....	Semi-Monthly
Oklahoma Farmer.....	Semi-Monthly

# The Eighth City of the World

- the third city in the country
- is Brooklyn, U. S. A.
- with over 500,000 families
- a billion dollar purchasing power
- and a faster growing population
- than friend New York across the bridge.

## *The First Paper of Brooklyn*

- is the Brooklyn Eagle
- with a 1919 advertising record
- outranked only by two
- among all the New York City papers

## *Tap Brooklyn Riches*

- to flow in your direction
- by advertising in

# The Brooklyn Eagle

*Dominant in Brooklyn*

'Twill pay you well.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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# The City Government's Advertising Opportunity

Why Don't Political Parties Show the Excellent Things Being Accomplished Now, Without Waiting for the Next Election?

By John Duffy

THE Mayor of Blixburg is an old-fashioned politician. The other day, when the street railway company, as part of its campaign to obtain a raise in fares, used half-page advertisements in the daily newspapers to put itself correctly before the public, he was highly indignant. Outraged and seething with anger, he dictated a statement to his stenographer denouncing the traction company and charging it with seeking to buy the support of the newspapers of Blixburg by making them large gifts in the form of advertising.

The statement promptly was handed to the newspaper reporters covering the City Hall. The *Times*, the administration paper, ran it in full, but on the fourth page. The *News*, the other afternoon paper, summarized the statement into a paragraph and used it as part of a general account of the traction situation. The *Clarion*, the one morning paper, handled the statement in a sarcastic vein, using only a few of the Mayor's actual words and killing their effect by the jocular way in which they were presented.

The result convinced the Mayor more than ever that his charge was a correct one. As a matter of fact, of course, it was absolutely untrue. Important as the Mayor's statement seemed to him, the editors of the three papers, viewing the whole situation with an expert knowledge of what their readers were interested in, gave it the position and space it should have had, leaving the first page to news of the League of Nations fight, the big new industry coming to Blixburg, the President's appointment of a Blixburg man to an important commission and other things of general interest.

In the same issue, on the third page, with plenty of white space around it, in the neatest sort of manner, with the salient points driven home with proper typographical emphasis, was the street car company's explanation of the situation. There was nothing humorous in it, nothing garbled, everything the company wanted to say and no headlines calculated to nullify the message intended for the people of Blixburg.

There was the contrast. But it did not end there. The day following, the Mayor's statement had been forgotten, so far as the newspaper writers were concerned, and likewise by most newspaper readers. But the car company's advertisement appeared again, in slightly different form, to attract attention, but once more carrying a straightforward argument in favor of its fare raise.

## AGAIN, "PUBLICITY" FAILS

The Mayor was at a disadvantage because the company had advertised what it had to say and had driven it home by repetition. Did he see the point? He did not. If he had, he would have summoned a representative of a good advertising agency, and had his statement run in full in display type in two or three issues of each of the papers. The public then would have known beyond any doubt what the Mayor thought as well as it knew the story of those he was opposing.

Advertising, as a means of advancing the cause of a candidate for office, has come to be one of the foremost features of every political campaign. The advertising manager is as important as the official who arranges the speaking dates for the candidate. In the larger cities and more

thickly settled communities, the voters he reaches with his newspaper and poster broadsides are far in excess of those the candidate can address.

Printers' ink as a first aid to the political campaign is growing in use. Possibly it is the result of the greater participation of business men in politics. It smacks of commerce. The merchant or manufacturer who has something to sell no longer puts his dependence entirely upon his salesmen. So it is but natural that the business man as a candidate, or working for one, anxious and determined to prove to the voters his own qualifications, or those of the man he supports, seeks to convince them on the subject through the medium he has always used for sales purposes.

The business man in politics so far, however, has resorted to advertising only in the heat of a campaign. Why should it stop there? Most office holders, municipal, state and national, are politically ambitious. At any event they are anxious to make their administrations successful, and the party organization which elected them to office is naturally keen to show the voting public it picks candidates for office who make good. It wants voters naturally to turn to its nominees in future elections. For some unknown reason, however, the great opportunity advertising offers in this direction yet remains to be utilized.

In the November elections last year the Republican party in New York City succeeded in placing its nominees in two important positions. Before the election the qualifications of these men for the places for which they were offering were extensively advertised in the newspapers, on posters and through mass meetings, street speakers, etc. In view of the decision made by the voters it is evident that the public was successfully sold on the idea that Major La Guardia and Mr. Curran were better fitted for the positions than their Democratic opponents.

If the past is any indication of the future, the advertising chapter, so far as the two new city officials are concerned, is a closed one until their terms expire or they seek other positions of preferment. Similarly the advertising done in their behalf by the Republican committee has ceased and there will be no more until the next campaign is at hand.

But when this next city election approaches, the Republican organization will, if it follows history, point with pride to the achievements of its representatives in the municipal Government, whether they are its candidates or others are being urged. No matter how expensive the advertising campaign will be, however, only the high spots will be touched and little of what is being accomplished by the Republicans in office can be emphasized.

Undoubtedly there is a big opportunity for the Republican organization to keep its party representatives in the public eye. The principal governing body of the city of New York is its Board of Estimate and Apportionment—a sort of upper house in a bicameral form of government of which the Board of Aldermen is the lower one. Its membership consists of the Mayor, City Comptroller, President of the Board of Aldermen, and the Presidents of the five boroughs of the greater city—Manhattan, Brooklyn, Bronx, Queens and Richmond. Prior to the recent election all of these positions were held by Democrats. Now the President of the Board of Aldermen and President of the Borough of Manhattan, through the election of Messrs. La Guardia and Curran, are Republicans.

It is an entering wedge for the party. While in a minority there are differences between the Democrats which indicate a possibility that the Republicans may come to hold a balance of power. Their actions will be of the greatest interest, especially to members of their own party who a year hence will be taking the preliminary steps with a view

CHICAGO

LAKE  
MICHIGAN

# Live Indiana Dailies Offer Dealer Help to Advertisers

THESE newspapers, published in one of the richest states in the Union, will secure dealer co-operation such as window and counter displays, etc.

The Publishers recognize the fact that merchandising aid is necessary service in making advertising pay and their representative will also supply Local Data and trade information to assist in the preparation of campaigns.

To tie-up advertising directly with the actual store where the goods are sold adds tremendously to the pulling power of copy. This can be done by printing the names and addresses of local dealers in advertisements in the home-town daily newspapers and arranging through us for intelligent dealer activity in the handling of goods, to supplement the campaign.

The territory covered by these newspapers has bank deposits which total \$85,000,000 and it provides a Ready Market for every producer.

## ALEXANDRIATIMES-TRIBUNE

Lamp chimney and fence factories, paper mills, glass works, etc.

## ATTICA TRIBUNE

Manufacturing center of bridges, garments. Steel foundry. Quarries.

## BICKNELL NEWS

Agricultural and mining district. Coal mines; brick and tile works.

## FRANKFORT CRESCENT NEWS

Manufacturing center and farm region. Clover Leaf B. B. Shops.

## MONTPELIER HERALD

Machine shops, sawmills, stone quarries. Office Standard Oil Co.

## NOBLESVILLE LEDGER

Trade center farming region. Lumber, tire factories, iron works.

## UNION CITY EAGLE

Manufactures flour, lumber, autos. Agricultural trade center.

## GREENCASTLE BANNER

Zinc and cement plants. De Pauw University. Grain, live stock.

## GREENSBURG TIMES

Manufactures flour, carriages. Lumber, iron castings. Farm district.

## HARTFORD CITY TIMES-GAZETTE

Glass interests, paper pulp mills. Agricultural section. Gas, oil.

## LEBANON REPORTER

Lumber mills, factories. Farm trade center. Ships grain.

## LINTON CITIZEN

Semi-monthly. mine payroll \$110,000. Prize corn belt. Coal, cattle.

## WARSAW TIMES

Winona Assembly, lakes, farming. Largest circulation in 25 miles.

REPRESENTED BY

# AMERICAN PRESS ASSOCIATION

New York

Chicago

Washington

San Francisco

to electing a mayor and other city officials. Much of their opportunity will depend upon the records made by their representatives now in office.

This is the place for advertising. By it the public would be kept well informed upon the actions of the Republican officials. Their attitude—and the reason for this attitude—on matters of civil interest, should be well known. When they do something calculated to better conditions in New York, the telling of it would not be left to haphazard newspaper reports with the possibility of their being crowded out by more important news.

Dignified, informative advertising would keep New York City constantly aware of the fact that it had two officials alive to its interests and that these men had come to public notice through the Republican organization. Such advertising, unquestionably, would strengthen the hand of the organization in the next election.

The opportunity, however, is not only for Republicans. It is a good one for Democrats, too. For those who are not of its membership, it is a favorite Gotham sport to damn Tammany. New York is growing steadily and the future attitude of its new citizens of a Democratic persuasion is likely to be based upon the impressions they first gain regarding the Wigwam and its people. Yet some of Tammany's representatives in the City Government have done excellent things. Their position undoubtedly would be greatly bettered if they kept the people advised of this just as a business man would do if he had something he wanted the public to remember constantly. But it is only in the heat of a political campaign that politics is of first page importance, and often between times it is difficult to find space for such matters in a big newspaper.

While a situation in New York has been used, the idea is applicable in Boston, San Francisco or New Orleans whenever business men play a part in government.

## Bean Jobbers Advertise Co-operatively

To increase the consumption of home baked beans the Michigan State Bean Jobbers' Association has inaugurated a newspaper advertising campaign calling housewives' attention to the high food value and economy of the Michigan navy bean. The campaign is being conducted by Brooke, Smith & French, Inc., Detroit.

## G. B. Spiero Opens New York Agency

Gerald B. Spiero, recently advertising manager of the B. S. Moss Circuit of Theatres, New York, has established Gerold B. Spiero, Inc., advertising agency, New York. Before joining the Moss organization Mr. Spiero had been with J. P. Muller & Co., advertising agency, New York.

## New Accounts With Sweetland Agency

The accounts of Steacy-Schmidt Manufacturing Company, York, Pa., maker of sugar machinery; Ruggles-Coles Engineering Company, New York, manufacturer of dryers; and the Air-O-Mix Corporation, New York, has been put in the hands of Ben J. Sweetland, advertising agency, New York.

## New Agency at Pittsburgh

The Davis & Meyer advertising agency has been formed at Pittsburgh by Grant Davis and R. E. Meyer. Mr. Davis was formerly advertising manager of the National Fire Proofing Company, Pittsburgh. Mr. Meyer was recently with the Eddy Press Corporation, Pittsburgh.

## Would Brand German Goods

A bill now before the Canadian parliament would require dealers in German or Austrian goods to advertise that fact. Proposed penalties for violations would be six months' imprisonment or \$500 fine, or both.

## C. A. Coons Leaves Gibbons Agency

Charles A. Coons, an account executive with J. J. Gibbons, Limited, Toronto, has resigned, on account of ill health. He will take up outside work for Photo Engravers, Limited, Toronto.

## L. H. Trinz With Federal Agency

Louis H. Trinz, recently engaged in advertising work for Franklin Simon & Co., New York, has joined the Federal Advertising Agency, Inc., New York.



*The*  
**LARGEST  
PAPER  
IN THE STATE OF  
CONNECTICUT**

**The  
HARTFORD  
*Sunday*  
COURANT**

*Circulation:*  
**Over 42,000-Net Paid**

*Member A.B.C.*

*Gilman, Nicoll & Ruthman*  
**REPRESENTATIVES**  
*World Bldg. Tribune Bldg.*  
*New York Chicago.*



## How much engineering equipment could you sell this crowd?

Here's a crowd of American folks—brokers, lawyers, chauffeurs, typists, physicians, shoe dealers, carpenters, bricklayers—and *a few engineers*. How many generators could you sell them? How many stokers, bridges, smelters, or paving machines?

Engineering equipment and material is bought by *engineers*. How many engineers are there in this crowd? A dozen perhaps. It's a fine crowd to sell collars or pleasure cars or cigarettes to. But it's not an *equipment* market.

Electrical World  
Electrical Merchandising  
Journal of Electricity  
Electric Railway Journal  
Ingenieria Internacional

Engineering News-Record  
Coal Age Power  
American Machinist  
Chemical & Metallurgical Engineering  
Engineering & Mining Journal



## You can sell to engineers via McGraw-Hill publications

And here's a crowd of engineers and executives — every one of them. Which is just another way of saying that here is a crowd of McGraw-Hill readers.

The 11 McGraw-Hill publications reach men whose decisions count in the purchase of engineering equipment. Through McGraw-Hill Journals you can address a picked audience and talk *sales* without a wasted word.

*The 11 McGraw-Hill*  
McGraw-Hill Co., Inc. *Publications*  
Tenth Avenue at 36th Street  
New York

## WORLD'S ADVERTISING CONVENTION, JUNE 6 TO 10

**P**UBLISHER and agency advertising in The News during Convention Week as well as advertising of cities bidding for the 1921 convention will be limited to 600 lines. This must be done as a conservation measure in fairness to our regular advertisers, both local and national, whose space has been restricted for some time. It is hardly necessary to state that we regret our inability to publish all copy offered, but we recognize our first obligation to manufacturers with distribution in this market and to retailers who depend on The News to move the merchandise they purchase.

.....

*An exhibit in the News lobby  
Convention Week will help you  
visualize the possibilities of the  
great Indianapolis Radius*

.....

## The Indianapolis News

First in America in 3c Evening Circulation

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

USE NEWSPAPERS ON A THREE-YEAR BASIS

# Hosiery Manufacturer Rediscovered Himself

How a "Copy Conference" Brought to Light a Forgotten Selling Point

SOMETIMES a manufacturer's ideal becomes so much a part of his daily life and gets lodged so far back in his head that for all practical copy purposes it becomes as good as lost. The copy-story back of the present advertising campaign for Monito Socks is the story of a manufacturer's ideal brought back into the light and given deserved expression.

The manufacturer of hosiery is comparable to the manufacturer of shoes and automobile tires. There are no secrets in the knitting of socks any more than there are secrets in the making of shoes or the building of tires. The manufacturer secures the grade of material he wants. If he is going to produce a high-grade sock he gets high-grade material. If he wants to produce cheaper socks he gets cheaper material. There are no secret formulas. There is nothing that has been or can be hidden away in his safe or his brain.

Such were the admissions of the officers of the Moorhead Knitting Company, of Harrisburg, Pa., to their advertising agents, and the early result was first-class copy along those very lines—copy which said in effect: "You are offered many brands of high-grade socks. That is the kind of sock we are making. We do not say that our sock is the best sock in the world, but from all we can gather, those who are wearing them believe that they are not only very handsome, but that they show outstanding wear. Why not try them?"

Then one day a discussion was taking place in the copy department of the agency. The members of the department were talking over ways and means of bettering their work on the different accounts of the agency. Some of the Monito advertisements were tacked up.

A moment of silence ensued.

"Darn it," said one, "I wish there were some outstanding selling point in socks. That is perfectly good advertising. I think it is as good as can be done in socks, but it lacks the 'hook' that we get into some of our other work."

There followed another moment of silence—or rather several of them.

Then one member of the department turned to another. "What kind of socks do you buy?" he asked, "and why?" These questions he repeated to the others present.

Up bobbed the same old three words—"quality," "style," "wear"—points that every manufacturer felt himself entitled to use.

Someone asked—"What troubles have you had with socks?" The troubles varied. One man always got holes in the toes. Another got rips at the top. A third was hard on the heels. But a fourth said, "I find that although I always ask for size 11 socks, the length of the feet vary with the different brands." That, it seemed, was a common experience.

## CONFERENCE HITS ON A NEW TALKING POINT

"Wouldn't it be great," it was asked, "if we could advertise Monito 'exact-size' socks? Then if our experience checks up when we actually compare different makes of socks, we could say in effect, 'Socks of the same marked size often vary in foot length. Get a good sock of the right size and stick to it. Then you won't have a mixture of long, short and medium foot socks in your chiffonier drawers.'"

The idea was laid before the advertiser. Then it was that the manufacturer's ideal, which had become so much a part of his daily life that he had never even thought of mentioning it, stepped out from the attic of his memory.

"That's interesting," he said, "but now that you bring it up, it reminds me that we have a definite policy in the knitting of our socks. We have always knit the feet a little bit longer than is the custom. The wear in a foot is not due to quality of material alone, but to the size of the sock itself. A full-sized sock will not cause so much

than the longest toe, and should be amply large in the length. More harm has been done by tight stockings than by tight shoes. A short stocking will almost invariably cause ingrown nails. Corns are frequently caused by too small a stocking."

The result is the present campaign for Monito Full-Size Knit.



NATIONAL COPY SELLING THE IDEA OF LONG SOCKS, FOR LONGER WEAR AND FEWER FOOT ILLS

rubbing at the toe and heel, and therefore does not wear through as quickly. We believe that a sock should really be about a quarter inch longer than the foot, and that is how we aim to make ours."

One of the group was then sent out to several nearby men's furnishing stores, where he purchased six pairs of socks of 10½ size. When the foot length of these socks was measured it was found that they ranged all the way from 10¾ to 11¼ inches. And in similar tests conducted in another city, it was again shown that Monito Socks were knit consistently with feet slightly large.

During the investigation it was found, also, that leading chiropodists advised the wearing of socks slightly larger than the foot. To quote a leading member of this calling: "The stocking should be not less than a quarter-inch longer

ting Socks. A typical advertisement reads:

"CRUCIAL SOCK-POINTS!"

**"What Full-Size Knitting does for them.**

"Have you ever discarded fine socks because premature holes or unsightly 'runs' made them unfit for further service? If you have you will welcome Monito Full-Size Knitting.

"As you know, a sock bears most strains at three points: the toe, the heel and the top.

"Full-Size Knitting, an exclusive Monito method, puts extra toe-room into Monito Socks, which prevents early 'poking through.' This also relieves all strain at the heel. And further, Monito Full-Size Knitting provides a longer 'leg' so that annoying 'garter pull' is eliminated.

"Only in socks knit by this unique method can you get full foot-length together with snug,

# ***We Annihilate Distance!***

Our service is national in scope.  
We serve clients anywhere and  
everywhere and save them time.

With 20-hour train service to the  
Atlantic Coast; 24-hour service to the  
South; 36-hour service to the South-  
west; and less than 12-hour service  
to the industrial centers of the Middle  
West and the Middle East, our plant is  
as good as next door to your office.

With the aid of First-class Postage or  
Parcel Post and a Special Delivery  
Stamp, we can send you proofs or  
finished printing plates in little more  
time than it would take a naturally  
inquisitive messenger boy to saunter  
a dozen blocks along a busy street.

Write and ask us about it; you will  
be keenly interested in our formula:

---

*Centralization Plus—in the largest  
plant of its kind in the world!*

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## **Central Typesetting and Electrotyping Company**

466-68-70-72 West Superior St., CHICAGO

THIS COPY SET AND ELECTROTYPED IN OUR OWN PLANT.



trim ankle fit. This combination assures longer wear, greater comfort and real style.

"Ask your dealer for Monito Full-Size Socks the same size that you now wear. We suggest Style 522—a pure silkworm silk sock—as being a good example of Monito handiwork."

In each advertisement appears a small picture of a hand grasping the toe of the sock. Beside this pen and ink sketch runs a paragraph as follows:

"Why many fine socks wear out too quickly.

"Many socks lack full toe-room. This causes the fabric to stretch unnaturally, and breaks the threads. The illustration shows how long your socks should be. You should have enough extra material at the toes to be easily grasped with your thumb and forefinger. Monito Full-Size Socks have full foot-length combined with trim, stylish ankle-fit."

Incidentally the injection of this note in the advertising has given the salesman a new approach and has prevented any such experience as that which one of the salesmen was unable to meet when a dealer accused him of selling long-foot socks. The salesman had really had an advantage to talk about but did not know it. Now he does.

### The Press Must Preach More Production

**I**F the products of our industry are to reach the markets of the world they must be produced on a basis that compares favorably with similar production in other countries.

If our industries are to retain a place in our domestic markets the same principle is involved. There is no question but that our industries are at present being carried largely by the stimulation of a war market, and war prices not only continue but have been increased. This inflation must be faced in one of two ways—either a wholesale reorganization is involved, or production must be in-

creased to meet this inflation, whether from enactments in our legislative halls or edicts promulgated by organized elements of either capital or labor. The high cost of living will never be reduced until our productive forces are harmonized to a higher efficiency.

No greater obligation ever rested on any phase of industrial existence than rests to-day upon the press of this country, whether the publications are secular, educational, general or industrial. The necessity of economic production must be told and retold. The publisher, standing in the perspective vantage ground, can foresee and foretell better than any individual operator the necessities confronting the great industries. Correct and underlying principles must be stimulated. Encouragement must be given in weak places, and above all the danger of efficiency must be set forth with intelligent and convincing argument.—H. M. Swetland, president of United Publishers' Corporation, New York, in an address before the annual convention of the Chamber of Commerce of the United States.

### John M. Branham Company Changes

The John M. Branham Co., publishers' representative, Chicago and New York, will conduct its farm paper business as a separate department under the management of J. M. Riddle, Jr., who has had charge of farm paper representation at New York for the Branham organization. Mr. Riddle will have headquarters in Chicago. Astholf Levin, formerly with The De Laval Separator Company, New York, and the Gale Manufacturing Company, farm tools, will have charge of this department at New York. Resident managers will also be appointed at St. Louis, Cleveland and Detroit.

### Funnell Will Join Simmons- Boardman

C. L. Funnell, who has been assistant promotion manager of the McGraw-Hill Company, Inc., New York, has resigned, effective May 15, to become assistant business manager of the "Material Handling Cyclopedias," published by the Simmons-Boardman Publishing Company, New York.

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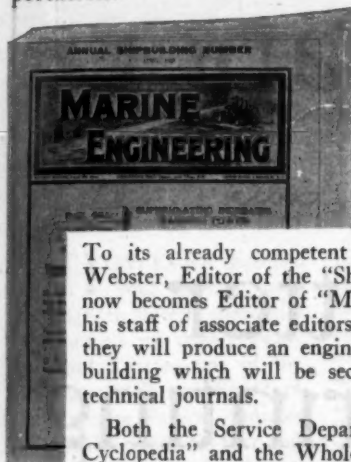
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tors of A.

# "THE HOUSE OF TRANSPORTATION"

## Chapter Two

IN the last issue of this publication we told about the "Shipbuilding Cyclopedica"—the first section of the Shipbuilding Unit of "The House of Transportation."

The second section is represented by "Marine Engineering," which we have just bought.



"Marine Engineering" has long been noted for its high standing amongst those who design and build ships.

To its already competent staff will be added F. B. Webster, Editor of the "Shipbuilding Cyclopedica"—who now becomes Editor of "Marine Engineering" also—and his staff of associate editors and contributors. Together they will produce an engineering paper devoted to shipbuilding which will be second to none in the field of technical journals.

Both the Service Department of the "Shipbuilding Cyclopedica" and the Whole Research and Field Service of the Company will be used to prepare the right kind of advertising copy, give advertisers information about market possibilities and insure a circulation that will be as nearly 100 per cent perfect as possible.

A new schedule of rates for advertising in "Marine Engineering" had already been put into effect when we bought the paper. That same schedule, with a few modifications, will be continued for the rest of the year. Send for a copy and say whether you would like to have a representative call and tell you more about our plans.

## SIMMONS-BOARDMAN PUBLISHING CO.

Woolworth Bldg., New York

CHICAGO  
Transportation Bldg.

CLEVELAND  
The Arcade

CINCINNATI  
First Nat'l Bank Bldg.

WASHINGTON  
Home Life Bldg.

LONDON  
34 Victoria St.

Publishers also of: Railway Age; Railway Mechanical Engineer; Railway Electrical Engineer; Railway Signal Engineer; Railway Maintenance Engineer—the "Railway Service Unit"—all members of A. B. C. and A. B. F.

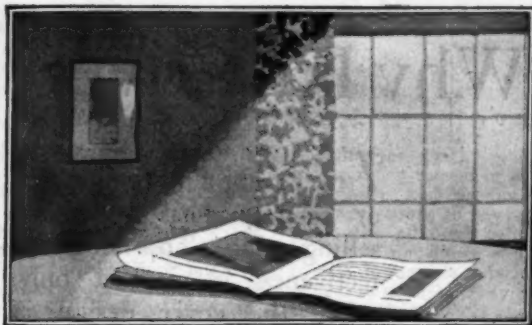
# I better paper better printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



### *A Smiling Paper*

**H**OWEVER dignified your selling message, to state it cheerfully turns no reader away. And Lusto—one of the dozen Warren Standard Printing Papers—radiates all the optimism that you can put into a catalogue.

Lusto seems to draw the very sunlight into halftone pictures, bringing out minute details in mechanical subjects or preserving the effect of modeling in articles used for personal adornment. Its

lustrous surface makes the work of the retoucher fairly sparkle. Depth of color and evenness in the solids are assured by its uniformity of surface. Background screens seldom "fill up" on Lusto. The finest results in vignettted illustration are made possible by its use.

Lusto is a smiling paper, and your message is carried with distinction when printed on it—the lineal descendant of the first coated printing paper made in America.

S. D. WARREN COMPANY  
BOSTON, MASS.

**Warren's**  
STANDARD  
**Printing Papers**

# Why Is a Cover?

THE cover of your booklet or catalogue has a definite selling value. Top-notch effectiveness is reached only when the cover design is cleverly devised and perfectly printed.

To meet a constantly growing demand, we have added to our staff one of the best all-around commercial designers in the city. He is equally good in colors or in black and white and is chock-full of clever ideas. In short, he is that rare specimen, a born artist with a sense for advertising values.

This rather unusual service is at the disposal of our customers in connection with their publicity printing.

## CHARLES FRANCIS PRESS

TELEPHONE 3210 GREELEY

461 Eighth Avenue

New York

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# Using Paid Space to Influence British Public Opinion

Great Extension of Advertising for Political and Social Objects in England

By Thomas Russell

London, England, Correspondent of PRINTERS' INK.

A REMARKABLE feature of recent advertising in England has been the use of paid space for announcements designed to influence public opinion. The anti-pussyfoot advertising promoted by various liquor interests is only one manifestation of this phenomenon. Political and social movements of many kinds have been thus promoted.

At the general election of 1910, newspaper space on a large scale was used for the first time nationally, and I had the honor of conducting the campaign for the Liberals, headed by Mr. Asquith. During the Railway Strike last year, both the Government and Labor used large space, of which an account appeared in PRINTERS' INK. The Strength of Britain Movement did some large and competent advertising against alcohol during the war.

But during the last few months numerous sporadic campaigns have been conducted relating to trade disputes, for and against Nationalization, on the necessity for increased production, on an Egyptian question, on the controversy about trading with Bolshevik Russia, on the removal of obstructions in the way of provisioning Austria and Hungary and on other controversial subjects. The announcement last week that nations in the Peace Council had not come to any mutual agreement to kick the Sultan out of Constantinople was followed within three days by two vigorous campaigns—one for and one against that wily manipulator of the jealousies of the *giaour*. So, you see, the thing is pretty well organized.

This kind of thing is also in-

teresting as being symptomatic of the rising esteem in which advertising is held in this country. The advertisers do not bat an eye when the editorial columns hit back and sometimes shoot holes in the arguments which money is paid to publish. They go ahead and they claim to get results.

Sometimes the editorial side shows less breadth of mind. Last month the men who collect weekly and monthly premiums for one of the industrial insurance companies, the Pearl, struck for better pay. The company bought space, both large and small, to present its own case and urge policyholders to send their premiums by mail. Some of the company's announcements occupied half pages or four full columns in provincial newspapers. The strikers did not go to this size, but they often outranked the smaller ads used by the company, covering three inches double column. A labor paper refused to insert the company's advertisements and another London daily afterwards also threw them out, at the same time contributing £1,000 to the strike fund.

Last year a labor dispute occurred in the furniture trade, and both employers and the labor union used half-double columns for highly inflammatory copy, attacking and answering each other.

## REACHING THE WORKER

It has been interesting to watch the steps taken to reach labor through its own press. There is no doubt that in the case of one of these papers, in spite of its habit of printing acid little comments upon what advertisers say,

this paper has enabled many arguments which would never have otherwise reached the socialistic and radical element to have a hearing; and it is now gaining commercial advertisements and making good with them.

One campaign, in double column, was headed "Think in Goods," and, on the text of "Produce more, earn more, get more," preached that bigger output in the factory meant greater comfort in the home, because output alone could reduce the high prices from which working men suffer. This appeared in the Sunday papers of national circulation, as well as in the labor press, and the suggestion, "Cut this out and talk it over in the works," drew a fiery leading article from the laborers' daily above referred to, arguing that greater output only means more profit for "the capitalist," and concluding:

By all means "Think in goods," but don't talk clap-trap about them.

By all means "cut it out and talk it over in the works."

By all means "cut it out."

A two-column manifesto to the same end, though signed by five Labor-party members of the House of Commons, had no better fate. The insistent campaigning against production in the labor daily is a bad sign and has a bad effect; but advocates of less radical policy wisely consider that even at the expense of providing the enemy with funds, it is a good thing to appeal to the saner element among workmen.

#### ADVERTISING AND FOREIGN POLICY

Paid space used with the object of influencing the nation's foreign policy is a pretty tall proposition. Even ten years ago it would have been frowned upon—not by the least radical section of the public alone. Twenty-five years ago, newspapers would certainly have thrown out the copy. Look at this wording—headed by a map of Eastern Europe, with an arrow indicating Constantinople and the caption, "A menace to the peace of the world."

Shall We Leave Constantinople to the Turk? Betraying the Heroes of Gallipoli?

It has been announced that the Allies have decided "not to deprive Turkey of Constantinople." Is this decision, so full of menace to the peace of the world, so revolting to the conscience of civilized humanity, to be carried into effect? It is not yet too late to reconsider it. The Prime Minister has indicated that the Government is not finally committed. Public opinion must make itself felt while there is time. Read what Mr. Lloyd George himself said of Turkish rule in November, 1914. The Turk, he said, is "a human cancer, a creeping agony of the flesh. . . . The tread of his blood-stained sandals scorches and withers life and fertility out of whole territories. The people subjected to his rule have for centuries been the victims of his indolence, incompetence and lust. I am glad the Turk is to be called to final account for his long record of infamy against humanity."

The advertisement filled three whole columns in dailies. Another, of the same size, had a drawing of Gladstone at the top, with the heading, "Follow the Grand Old Man," and quoted Mr. Gladstone's famous quotation from Shakespeare's "As You Like It" about bundling the Turk out of Europe, "bag and baggage."

But this is not left unanswered. An association organized by Marmaduke Pickthall, author of some astonishingly good stories of life in Turkey and Syria, comes back for the defense, though thus far with more modest space—whole single columns.

The quaint people who think that we shall get more coal out of the ground if nobody has any particular interest in locating it appeal in eight-inch space to "Secretaries of Trades Councils, Local Labor Parties, Etc." ("Etc." is good!) to distribute "a series of twelve effective propaganda leaflets." A society called the League of Truth and Freedom makes a modest daily appeal with three-inch space for a little thought ahead of a big revolution, as thus:

#### DAILY GLEAMS

#### of WISDOM AND EXPERIENCE

The marvelous Discoveries of Science are made by Men who study Facts until





Member A. B. C.  
Member Associated  
Business Papers

The Grand Rapids Furniture Record offers you a ready market outlet among the most progressive of the nation's home furnishing and furniture merchants.

These merchants are the pioneers in the field. Advised about new conveniences and new comforts they eagerly reach out and help develop sales in new markets.

No group of retailers will more ably cooperate with you. No group will better understand the value of good advertising, as it applies to you in a national way and to them in a local way.

To fully appreciate the diversity of lines these retailers carry today, get a copy of this month's FURNITURE RECORD. On request, we will mail one to you.

*Write for facts*

THE PERIODICAL PUBLISHING  
COMPANY

Grand Rapids

Michigan

**The Grand Rapids  
Furniture Record**

*A paper with true dealer influence*

they find the Truth.

Why cannot we study Facts for ourselves?

Take Nationalization as an Example. All War Experience warns us against it—our inefficient Telephones witness against it—and so does the recent Railway Strike.

What is the use of accepting the Beliefs of other People when they do not fit the Facts?

#### THE LEAGUE OF TRUTH AND FREEDOM.

20, Essex Street, London, W. C.

The labor daily used four inches of leading editorial to counter this, headed, in quotation-marks "Truth," arguing that the war was nationalization (forgetting that its party did not like the war) and that the telephones are not so bad after all! Another of the league's advertisements is not so strong:

#### SPREAD CONCILIATION

Voices are calling! Myriads of Voices are calling! The Voices of our Glorious Dead!

Women of England—Spread Conciliation—Spread Co-operation—Spread Construction—between Men of Capital, Men of Labor, and Men of Brains.

Warn off the Bellwether, the Talker who plays on Class Prejudices, and leads Men like Sheep to Destruction.

#### THE LEAGUE OF TRUTH AND FREEDOM.

20, Essex Street, London, W. C.

These things needed saying, but they would have been said more definitely if an advertising man had been on the job.

The most persevering effort to influence opinion with paid space has run to twenty-six full double columns already. The cost is said at the foot to have been "donated" by an Egyptian to the cause of Egyptian independence, which indicates the tenor of the campaign, but does not explain how the Suez Canal could be kept open for the service of all humanity if Egypt were its only protector.

A steady use of half double columns by "the Moderate Party" supports this programme:

1. Reference Irish Problem to League of Nations.
2. Surrender to State of War Period Profits in excess of £10,000 in individual hands.
3. Surrender to State of all property in individual hands in excess of £100,000.

Proceeds from 2 and 3 to be earmarked for reduction of National Debt, and one of the penalties for evasion to be two years' hard labor.

A General Levy on Capital—the policy of the inexperienced Labor Party—is recognized to be absurd, whereas every Banker knows that the proposal of the Moderate Party is practical and immediately enforceable, without prejudicing the effective functioning of the capitalist system.

This appears at the head of each advertisement. Underneath comes some matter in support of the case, always with up-to-date references to current events.

#### Foreign Investment Company Organized

With the idea of participating in the financing or refinancing of business enterprises in foreign countries and in order to take advantage of the present situation in foreign exchange the Overseas Securities Corporation is being organized at New York. The principal function of the corporation will be the investment of its capital in securities of foreign countries or of industries or corporations located in foreign countries.

The following have been selected as directors of the corporation: Duncan A. Holmes, Vice-president Chase Securities Corporation; Royall Victor, of Sullivan & Cromwell; Frederick T. Walker, agent the Royal Bank of Canada, and Arthur J. Rosenthal, of Bernhard, Scholle & Co., all of New York; Henry C. Quarles, vice-president Second Ward Savings Bank of Milwaukee; Lucius W. Mayer, of Rogers, Mayer & Ball, New York; Edgar S. Baruc and Morton H. Scholle.

#### France Forbids Importation of Luxuries

Automobiles and typewriters are among the list of articles the French Government has prohibited. The list contains 197 articles which are regarded as luxuries. The prohibition of the importation of these articles became effective on April 28. Among other important commodities prohibited are:

Ready made clothing; all sorts of feathers, mounted and unmounted; linen cloth; jute cloth; pure wool cloth; hair cloth; natural and artificial silk stockings; buttons; umbrellas; pearls; precious stones; alabaster; fans; ivory, and amber goods; perfumery; fine brushes; hair and artificial hair; artificial teeth; jewelry; artificial jewelry; silverware; clocks; watches; cinematograph films; eyeglasses; opera glasses; airplanes.

#### Appoint New England Representative

The Spur and Golf, Illustrated, New York, have appointed Charles Dorr, Boston, as New England representative.

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For the first six  
months of 1920  
Delineator ad-  
vertising shows a  
**55% Gain**  
over the same  
period last year

*The*  
**Delineator**

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The

Alliance Rev  
 Ashland Ties  
 Atlanta Sta  
 Athens Messe  
 Bellefontaine  
 Bellevue Gaz  
 Bowling Green  
 Bucyrus Tele  
 Cambridge Je  
 Celina Stand  
 Chillicothe G  
 Coshocton Tr  
 Delaware Gaz  
 East Liverpo  
 East Palesti  
 Elvira Chron  
 Findlay Rept  
 Fulton Tim  
 Fremont New

# A BLACK EYE

will not be given your business if you go into the Buckeye State through the 57 daily newspapers composing this List.

None of them is less than 20 years old—and they represent the stable, solid, moneyed thought of a stable, solid, moneyed Ohio folk. A big scoundrel can do business for a long time in a big town. Nobody knows him. But even a little scoundrel cannot endure for a short time in a small town, because every one knows him. Merit in a small town is evidenced by endurance.

About our papers and their town and their people full information can be obtained from our big little booklet which will be mailed you on request.

**ROBERT E. WARD**

*Director of Advertising*

5 South Wabash Avenue, Chicago  
225 Fifth Avenue, New York

## The Select List of OHIO *Daily* Newspapers

Alliance Review and Leader	Greenville Advocate	Piqua Call & Press-Dispatch
Adrian Times-Gazette	Hamilton Journal	Pomeroy News
Ashtabula Star and Beacon	Kenton News-Republican	Portsmouth Times
Athens Messenger	Lancaster Gazette	Salem News
Bellefontaine Index-Republican	Lima News	Sandusky Register
Bellevue Gazette	Lima Times-Democrat	Steubenville Herald-Star
Bowling Green Sentinel-Tribune	Lorain Times-Herald	Tiffin Tribune and Herald
Cuyahoga Telegraph	Manassah News	Truy News
Cambridge Jeffersonian	Marion Star	Uhrichsville Chronicle
Celina Standard	Martin's Ferry Times	Upper Sandusky Union
Chillicothe Gazette	Marysville Tribune	Urbana Democrat & Citizen
Columbus Tribune and Times-Age	Middletown News-Signal	Van Wert Times
Delaware Gazette	Mt. Vernon Republican-News	Warren Chronicle
East Liverpool Review & Tribune	New Philadelphia Times	Wilmington News-Journal
East Palestine Leader	Newark Advocate	Wooster Record
Elroy Chronicle-Telegram	Niles News	Xenia Gazette & Republican
Findlay Republican	Norwalk Radiator-Herald	Zanesville Signal and
Findlay Times		Zanesville Times-Recorder
Fremont News		

# Three Stories on Butter-Making

In the May first issue of *The Farmer* was published the first of a series of three momentous stories on butter-making which will profoundly affect the dairy industry of the Northwest.

These stories point the way to improvements in butter-making practice which would add ten to fifteen million dollars a year to the dairy revenues of Minnesota alone.

Constant, forward-looking editorial service of this sort is one of the things which has given *The Farmer* its undisputed leadership in its territory.



A Journal of Agriculture

WEBB PUBLISHING COMPANY, PUBLISHERS

ST. PAUL, MINNESOTA

*Western Representatives:*

**STANDARD FARM PAPERS, INC.,**

1341 Conway Building,  
Chicago, Illinois.



*Eastern Representatives:*

**WALLACE C. RICHARDSON, INC.,**

381 Fourth Avenue,  
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS

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# Eliminating the Middleman in Hay

California Alfalfa Growers Set Out to Correct Distributive Ills in a Staple, and Use Advertising

By John T. Bartlett

**SUPPOSE** that you were Tim Townsend, an average farmer, and that alfalfa was one of your crops. As the season was favorable or the reverse, and depending on the varying number of your stock, you had a greater or less quantity of surplus hay to sell. Or possibly you grew alfalfa as a cash crop, in which case your production for market was larger and more certain.

As Tim Townsend you had had experiences with the alfalfa market which made you tear your hair. There was, for example, the year you sold in the fall, when everybody around about was selling, and you got \$12 with difficulty. A few months later, having bought some cattle or a severe winter having upset calculations, you were in the market yourself for hay, and what did you find? That no farmer in the district had hay to sell. And you had to buy alfalfa that had traveled 250 miles, and passed through several middlemen—at \$32 a ton.

This experience didn't amaze you, because you had known it to happen many times before. Maybe you knew it happened all over the United States more or less. Maybe you knew that the hay trade was highly disorganized and speculative.

Maybe you realized that the distributive system was all against the farmer, and equally against the consumer, and that the man in between performing a function accompanied by a measure of unavoidable speculation, played both ends for his own purposes, to get as much out of the traffic as he could.

All this being true, what would you do about it?

Alfalfa growers in California faced just this proposition. California has a fairly extensive market alfalfa acreage, besides the surplus production of farms car-

rying livestock and consuming much hay themselves. Much the same situation in hay exists in many other parts of the United States, and the same economic waste in the handling of a commodity grown on farms and very largely consumed on farms is of frequent occurrence. The railroads take their tolls in freight charges, and the middlemen take their share. All the hay is consumed eventually, but the system is wasteful, and certainly altogether too much so to suit the alfalfa growers of California.

They organized about two years ago, and set out establishing order out of chaotic conditions. They have since incorporated. To-day they have one of the lushest co-operative enterprises in the State.

Alex Thornton, sales manager, says that the California farmer thoroughly understands co-operation and knows how to use it. In the case of alfalfa, a bulky product largely sold right in the State to other farmers, the growers have taken hold of the enterprise in a whole-hearted spirit. The Alfalfa Growers of California, Inc., have general offices in Los Angeles and local offices at Bakersfield, Fresno, Oakland, El Centro, Riverside and Lancaster. The membership has rolled up gratifyingly; the association now sells hay to points throughout the State, while the outside market for alfalfa meal east of the Rockies is reached at certain seasons.

The local offices of the association are established in the principal producing sections, and the first care of each local office is to supply local needs. Each local office, surveying the crop and gauging prospective consuming needs, strives to prevent the exportation of hay which may later be needed at home.



The central office keeps in close touch with each local office, maintains an accurate survey of the general California situation, and is thus able, intelligently and with the least possible waste, to supervise the distribution of hay which within possible local districts is a surplus.

Though alfalfa hay is one of those bulky staples which hitherto have been little advertised, the alfalfa growers have been using consumer advertising, farm papers and other local mediums being scheduled. The advertising has stressed the standardized product and the economic merits of the selling plan.

The whole aim of the alfalfa growers is a beneficent combination. They have begun by making the quality idea prominent, by adopting high grading standards and standing behind them. They have formed a distributive system more sound in the economics involved than the common method. Speculation, for example, is anathema to them, and they do not propose to be a party to it.

"Our aim is to stabilize prices," said Mr. Thornton to PRINTERS' INK, and we hope \$20 hay in the summer and \$45 hay in the winter is a thing of the past."

Not only is a stabilized price in the interests of the producer, Mr. Thornton pointed out, but of the consumer, too. He suggested how much more advantageous to the latter a price of \$30 right through the year was to a \$20—\$45 range. If the consumer of alfalfa hay often buys in a fluctuating, variable market, it is not because he wishes to, usually, but because hay market conditions compel him. In the case of the

alfalfa growers' trade, this is particularly true. Ninety per cent of their consumers are dairymen. Dairymen make milk every day in the year. They have a highly intensive system of production, and use large quantities of purchased feed. In getting at costs, and arriving at most efficient management, stable prices in hay are vastly to the advantage of these.



**DIRECT FROM PRODUCER**  
→  
**TO CONSUMER**

**From the Field  
Direct to You**

From the green fields of California's greatest ranches you can obtain your supply of the finest alfalfa. No middleman handles the product before it reaches you and not a cent of the cost is invested in anything but **QUALITY**.

By this arrangement, prices for hay are stabilized and are always as low as they can be made, commensurate with the cost of production.

Uniform quality—never varying from the high standard set by the Alfalfa Growers of California—is guaranteed. Each grade is carefully selected and follows exactly the specifications for color and texture.

Make sure that your next order for baled alfalfa calls for the A. O. C. grades. If you cannot be readily supplied, communicate with us.

**Alfalfa Growers of California, Inc.**  
General Offices:  
486 Pacific Electric Bldg., Los Angeles.  
Telephone—Flux 84.  
Offices at Bakersfield, Fresno, Oakland, El Centro,  
Riverside, Lancaster

THE FARMERS CUT OUT A LINK IN THE CHAIN OF DISTRIBUTION, THROUGH ADVERTISING

This enterprise in California has general and advertising significance. Its general significance is in the possible overhauling it suggests of the present distributive system, in staples which advertising hitherto has little touched, and in which wasteful features of distribution, including the speculative element, have been regarded as more or less necessary.

Hay is only one such commodity. Potatoes are a well known example. Potatoes are often

# Resorts and Travel

A summary, in agate lines, of the advertising of Resorts, Steamships, Railroads, Tourist Agents, etc., appearing in Philadelphia newspapers during the first three months of 1920, reads as follows:

THE RECORD .....	70,818	lines
Second Paper .....	68,690	"
Third Paper .....	55,661	"
Fourth Paper .....	30,818	"
Fifth Paper .....	25,977	"
Sixth Paper .....	17,093	"
Seventh Paper .....	13,636	"

Supremacy in this field of advertising has been a characteristic for many years of

## THE PHILADELPHIA RECORD

*Always Reliable*

Foreign Advertising Representatives

**STORY, BROOKS & FINLEY**

CHICAGO  
Peoples Gas Bldg.

NEW YORK  
Fifth Ave. Bldg.

shipped to one market, and from that to another. Potatoes are often shipped out of a producing district only to be shipped in again. There is a certain amount of unavoidable speculation in potatoes under the present system—somebody must carry through to the latter stages of the consuming season the potatoes which will be required, and no one can tell in advance what these held potatoes will bring—and the unavoidable speculative risk stimulates out-and-out speculation. The public adheres to a popular illusion that speculating in potatoes, or more popularly still, eggs, is the easiest way in the world to make illegitimate gains, but the facts are opposed. Egg speculators have lost more money in recent years than they have made; and the potato operator characteristically ends up like the average gambler—broke.

The speculative element leads to costs in staples which are piled on other costs. The market price demanded for the deliberate risking of money always is high, and under present conditions this charge is taxed against hay, potatoes, eggs, onions, and other food products, in the handling of which the speculative element, under the present system, necessarily enters.

Scientific, regulated distribution seems the answer to the problem, but the question arises, who shall do the regulating? In the case of citrus fruits, the growers have corrected distributive ills remarkably well by regulating distribution. They appear to have demonstrated conclusively that the producing end is the end at which it is most practical to systematize distribution.

The alfalfa growers are setting out to show that the distribution of a staple, hay, can be regulated similarly to the advantage of both producer and consumer. If they succeed, the extension of the principle to other staple commodities is probably certain.

As always, advertising aid is acquired, not dropped, with improvement in distributive methods. If

producers of staple grains and vegetables should seize upon the same sound way to overcome distribution evils, then we shall see advertising associated with commodities it has hitherto been little associated with.

### Pacific Coast Talking Machine Campaign

An advertising campaign for Stradivari phonographs is being planned by the Blumauer-Frank Drug Company of Portland, Oregon, which has contracted for the entire output of the Pacific Phonograph Manufacturing Company of Portland. The campaign probably will cover the Pacific Coast States.

Botsford, Constantine & Tyler, advertising agents of Portland and Seattle, are now placing a Pacific Coast campaign in newspapers on Purina medicinal and toilet preparations manufactured by the Blumauer-Frank Company.

### To Seek Sources of Advertising Information

The "sources of advertising data" will be investigated by the Engineering Advertisers' Association, Chicago, at its May 11th meeting. At this meeting, also, W. Frank McClure, Chairman of the National Advertising Commission, will explain the functions of the Commission and what it expects to do.

### George Farrah in New Field

George Farrah, for two and a half years with the advertising department of the New York Times, has joined Miller Freeman & Company, New York and Seattle, publishers of trade and technical publications. He will be advertising manager of *Motorship*.

### Bergaman Heads Agency Art Department

Milton M. Bergaman, formerly house artist for Hart Schaffner & Marx and also of the Meyer-Both Co., has been made head of the art department of the Sweet, Thompson & Phelps agency of Chicago.

### McFarlan Motor Account With Martin V. Kelley

The McFarlan Motor Company of Connersville, Ind., automobiles, has put its advertising in the hands of The Martin V. Kelley Company, Toledo, O.

### Sutliff Now Sales Manager

Lee B. Sutliff, formerly mail order advertising manager for Weinstock, Labin & Co., of Sacramento, is now sales manager of the News Printing and Publishing Co., Sacramento.

# Diversification Insures Stability

No slump can cripple Erie, Pa.

The manufactures are so vast and varied, there can be neither an excessive labor supply nor an alarming shortage.

Over 105,000 population now and growing.

## Erie Daily Times

(A. B. C. Member)

**Paid Circulation 28,194**

Average for 6 months ending March 31, 1920.

Line Rate 7c flat. Evenings except Sunday.

Several reasons combine to make the Erie market an exceptionally profitable investment:—

A steady prosperity, an assured, prosperous future, a large concentrated population unit, a saturating coverage by *one* newspaper.

The Erie Times has about 50% *more* than the *combined* paid circulation of its two *daily* competitors and about *treble* the circulation of either.

**The Erie Daily Times for EVERY National Advertiser**

Representatives

**E. Katz Special Advertising Agency**

Established 1888

Chicago  
Kansas City

New York

Atlanta  
San Francisco



One of the great things

Announce Their

Announce Their

# NINTH ANNUAL FOOD SHOW

*Columbus, Ohio, November 1st to 7th*

There are four big reasons why your company should be represented.

*First*—Every grocer in Columbus attends this show. Hundreds are present from all over central Ohio. Here is a big opportunity to win and retain the grocers' good will.

*Second*—You have a better opportunity to impress more housewives personally than

you will have at any other time—23,500 people, mostly women, attended the 1919 show.

*Third*—Columbus, a city of a quarter million people, is the key to the central Ohio market.

*Fourth*—You can get better results, for less money, than through any other single effort you could make.

[Address, Merchandising Department, Ohio State Journal, Columbus, Ohio, for detailed information]

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SECOND LARGEST DAILY MORNING CIRCULATION IN OHIO

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# Advertising Put on Trail of "Master Crooks"

Big Newspaper Space Purchased in Effort to Find "Nick" Arnstein and Nicholas Cohn, Charged with Theft of Millions in Securities

A COUNTRY-WIDE search lasting for weeks, in which trained detectives of many cities have participated, having failed to find "Nick" Arnstein and Nicholas Cohn, charged with being the "master minds" in the theft of \$2,500,000 in negotiable securities, recourse has been had to advertising. A reward of \$2,500 for information leading to the identification, arrest and extradition of the two men has been advertised in big space in two New York dailies and one Montreal newspaper.

The advertisements cover four columns by one column deep. They are signed by Henry A. Gildersleeve, trustee in bankruptcy of Nick Arnstein, 120 Broadway, New York, and S. S. Myers, attorney for trustee, 60 Wall Street, New York. Reproductions of the photographs and fingerprints of the accused men are given, together with a personal description. Arnstein is described as being forty-two years old; six feet one and a half inches high; weight 160 pounds; brown hair, grey eyes, brown mustache, medium complexion; "has the appearance of an Englishman; erect walk; frequents first-class hotels and gambling houses. Husband of Fannie Brice, the actress."

No such "human-interest" particulars are attached to Cohn, he

being described as forty-two years old; five feet nine inches high; weight 200 pounds; dark brown hair, brown eyes, medium complexion; "pickpocket, confidence man and wire tapper."

## WANTED! WANTED!

In Proceedings in the United States District Court in Bankruptcy, in New York City

### \$2,500.00 Reward

Will be paid for information leading to the identification, arrest and extradition to New York City of each one of the following persons:



JULES W. ARNSTEIN, or ARNSTEIN, alias "Nick," J. W. Arnold, Adair, Ames and Gray



Photograph: Age 42 years, height 6 feet 1 1/2 inches, weight 160 pounds, brown hair, grey eyes, brown mustache, medium complexion. Has the appearance of an Englishman, erect walk. Frequents first-class hotels and gambling houses. Husband of Fannie Brice, the actress

The above named are charged with the larceny and concealment of a large amount of negotiable securities.

If located, arrest, hold and wire the undersigned or Detective Division, Police Headquarters, New York City.

HENRY A. GILDERSLEEVE, Trustee in Bankruptcy of Nick Arnstein, 120 Broadway, N. Y. City.  
S. S. MYERS, Attorney for Trustee, 60 Wall St., N. Y. City.

A PORTION OF THE ADVERTISEMENT THAT IS SEEKING OUT "NICK" ARNSTEIN

The cost of the advertising will be charged against the estates named in the bankruptcy proceedings.

Though the immediate aim of the advertising is to cause the apprehension of the two alleged "master thieves," it has another

May 6,

purpose S. Mye wide p sible in and br cepting securiti there a parloine is fear accepte forme

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purpose, according to Attorney S. S. Myers, and that is to give as wide publicity to the case as possible in an effort to prevent banks and brokerage houses from accepting any more of the stolen securities. It is estimated that there are close to \$1,000,000 in the purloined stocks still afloat and it is feared some of these may be accepted by careless or uninformed institutions.

The Arnstein case has become one of the most sensational in modern financial history. It is charged that Arnstein and his partner, working through runners for brokerage houses, got away with more than two million dollars' worth of securities in a period of a year and a half, covering their trail by marketing them through brokers, who obtained loans on the stocks from established banking institutions.

David W. Sullivan, head of the brokerage firm of David W. Sullivan & Co., of New York and Washington, has testified in joint bankruptcy proceedings against Arnstein and Sullivan & Co. that he got from Arnstein and Cohn about \$600,000 worth of stolen securities which he pledged as collateral for loans in New York and other cities in the United States and Canada. Sullivan testified that he had started in the brokerage business with \$3,000. Investigators believe that various banks and brokers now have between \$1,000,000 and \$2,000,000 worth of these stolen securities in their vaults, which are difficult to trace because in many cases the securities were accepted without any record being made of their numbers.

### New Account of Peck Agency

The New York office of the Peck Advertising Agency, Inc., has secured the account of Ralph B. Carter Co., manufacturer of water supply systems and pumping outfits. The campaign is running in newspapers and trade papers.

### Los Angeles Agency Changes Name

The R. J. Culver Company, Los Angeles advertising agency, is now known as the Culver-Hammell Corporation.

### Fleishman Is Managing Editor

Jerome P. Fleishman, secretary of the Needle Trades Association of Maryland, has been appointed managing editor of "The Ad-Club Bulletin" of the Advertising Club of Baltimore. The following have been named as associate editors: H. Kirkus Dugdale, of the Green-Lucas Company, Inc.; Thomas Tyson Cook, publicity director, Chesapeake & Potomac Telephone Co.; Robert B. Wildman, classified advertising manager, Baltimore Sun; W. Dwight Burroughs, publicity director, United Railways & Electric Co., and George M. Binger, advertising counselor.

### New York Business Publishers' Meeting

A "review-of-the-year" meeting will be held by the New York Business Publishing Association at the Automobile Club on May 10 at 6 P.M. The speakers at this meeting will be: William Buxman, *Engineering News-Record*, on Research; R. B. Lockwood, McGraw-Hill Co., Inc., on Service; F. J. Rockwell, *Playthings*, on Circulation; and E. J. Buttenheim, *The American City*, on sales and business management.

### Edward Weingarten Leaves Winchester

Edward Weingarten, until recently on the sales engineering staff of the Winchester Repeating Arms Company, New Haven, Conn., and for several years prior with *Hardware Age*, New York, has entered business for himself as a manufacturers' sales representative, with headquarters in New Haven and a branch in New York.

### "Art and Archaeology" Absorbs "Art and Life"

The monthly magazine, *Art and Archaeology*, Washington, D. C., has absorbed *Art and Life*, monthly, New York, and commencing with the May issue, the two will be issued as one publication under the former title. A New York office has been opened by *Art and Archaeology*.

### Baranger Represents San Francisco "Bulletin"

The San Francisco *Bulletin* is now represented in Los Angeles, Seattle and the territory from Denver West by the W. R. Baranger Company, with offices in San Francisco, Los Angeles and Seattle.

### B. B. Kimball Succeeds W. A. Sullivan

W. A. Sullivan has resigned as advertising manager of the Oakland Motor Car Co., Pontiac, Mich., and has been succeeded by B. B. Kimball.



**S**UPPOSE that you could get 400 million people who had never used tooth paste or chewing gum, or any of the hundred things that make up our daily lives, to buy your product for the first time.

**Would you go after the business?**

Such a market is China! With a population four times that of the United States, she looms before the American manufacturer as the greatest potential trade center of the Far East. She has begun to demand the thousand and one conveniences that are commonplaces in our western civilization.

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## Make your product known in China now and acquire 400 million new customers

To introduce your goods into China is often much easier than opening up new territories in the United States. The Chinese, unlike other peoples, continue to purchase a certain article once the "chop" or trademark has become familiar to them. Also, China is dependent on outside sources of supply for all kinds of manufactured articles, such as machinery, shoes, chemicals, and tools, as she manufactures none of these herself.

No other time for a selling campaign has been more favorable—note the exchange rate existing. Chinese money has almost double the purchasing power today that it had before the war. The merchant there is taking advantage of HIS opportunity, why don't you?

Your advertisement in the **AMERICAN EXPORTER** is the first and most direct means towards this end. In China, as well as in all other countries from the Far East to South America, the **AMERICAN EXPORTER** circulates among the leading buyers and is referred to by them as a reliable guide of American products offered for export. The prestige that has been 42 years in the making, the position our publication holds in foreign fields, will prove valuable to you as an advertiser.

As to the demand for your product and its salability overseas, let our Research Department give you facts and figures. Facts are a better basis for export policies than opinions.

## AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place

New York

# Wanamaker Attacks H. C. of L.

Announces Horizontal Reduction of 20 Per Cent for Limited Period on Entire Stock of Both Stores

**I**S it within the power of the retailer, either individually or in combination, to reduce the high cost of living? Is the present high level of prices due to actual scarcity of materials and capital in comparison with the demand for commodities, or is it in part at least the result of what President Wilson once called a "purely psychological" condition? If "the way to resume is to resume," is it equally true that the way to reduce is to reduce? Perhaps the experiment announced by John Wanamaker in the morning newspapers of May 3 will provide an answer to those questions.

"At this particular moment," says the advertisement, which is signed by Mr. Wanamaker personally, "when the highest financial authorities point out the probability of still higher prices, we believe that we have an incumbent duty to at least try to do something for our good customers to help them bear the excessive burdens of the hour. Therefore . . . the founder puts at the disposal of the public for a limited time, beginning to-day . . . the full retail stocks of both our stores, in New York and Philadelphia . . . at 20 per cent deduction from actual prices, the deduction to be made at time of purchase."

The announcement, which occupies the whole depth of the page across five columns, makes it clear that the price reduction applies to the whole \$20,000,000 worth of merchandise which is now in stock, with the exception of \$50,000 worth or less which was bought under restrictions which cannot honorably be disregarded. Only four conditions are laid down which modify the regular policy of the stores: (1) nothing will be sold to dealers; (2) no C. O. D.'s; (3) nothing returnable; (4) nothing on approval. The public is asked to reciprocate by paying cash when-

ever possible, by carrying parcels which are not too large or too heavy, and by observing the conditions already set forth.

Now it is obvious, of course, that the mere selling off of a single lot of merchandise—even of \$20,000,000 worth—is not likely to have any very lasting effect upon price levels. It might cause a temporary flurry in prices, like a bear raid in the stock market, for example, but it could hardly last long enough or go far enough to accomplish anything like a permanent reduction. To cut a price is one thing, and to accomplish a horizontal reduction of prices is quite another.

This fact is clearly recognized in the present instance, and the significant feature of the experiment is expressed in the following paragraph from the announcement.

"Further," the advertisement states, "in order to influence manufacturers and speculators holding goods for higher prices who may be in want of money at this time when they may find it is scarce and at high rate of interest, we now hereby agree to expend one million dollars each week in taking over any desirable merchandise and paying cash for it the day of delivery in order to continue these sales."

It is stated that the original price tickets will remain on all merchandise, and that the reduction of 20 per cent will be made at the time of purchase.

## Printing Exhibition Opens at New York

An exhibition of printing opened on May 5 in the galleries of the National Arts Club, New York. This exhibition, given by the American Institute of Graphic Arts, will continue at New York until June 1 and then go "on the road." Already invitations have been received for its display in Boston, Philadelphia, Rochester, N. Y.; Cincinnati, Chicago, Minneapolis and San Francisco.

Above the shifting flood of papers that are never twice the same, the **BASIC LINE**, Made in U.S.A., towers changeless and unshakable, from its foundation in the bed rock of quality. It is at once the fulfillment of a promise and the renewal of a pledge.



## THE WHITAKER PAPER CO.

HOME OFFICE  
CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis.

## Talking of natural resources !

In these days, when  
demand is laps ahead  
of supply (and increasing its lead)  
a country like  
Canada—  
with natural resources  
in quantity and  
variety to stagger  
the statistician—  
is headed for  
a front seat  
in the  
congress of  
nations.  
But

(continued)

But aside from  
"future" there  
is a very  
"present" to be  
dealt with and

## The Daily Newspapers of Canada

are today read by  
what are perhaps  
the most "able"  
buyers of  
commodities  
in the world.

*10% of your U. S. appropriation  
will intensely cultivate this  
market—spent in these papers.*

City	Population	Paper	City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo	Toronto, Ont.	547,371	Mail & Empire
		Herald & Mail	Winnipeg, Man.	255,000	Free Press Tribune
St. John, N. B.	52,000	Standard Telegraph & Times	Regina, Sask.	35,000	Leader
Quebec, P. Q.	105,000	Le Soleil	Saskatoon, Sask.	24,000	Star
Montreal, P. Q.	800,000	Telegraph Gazette	Calgary, Alta.	60,000	Herald
		La Patrie La Presse	Edmonton, Alta.	55,000	Journal
Ottawa, Ont.	127,458	Citizen Journal— Dailies	Vancouver, B. C.	170,000	Sun World
London, Ont.	60,000	Advertiser Free Press	Victoria, B. C.	40,000	Colonist



**BUNDSCHO**  
 never says, when you  
 want a thing a certain  
 way: "They don't do  
 it that way" or: "It  
 can't be done." He  
 works it out with  
 you first, and is just  
 as pleased as you are  
 with your new ideas



J. M. BUNDSCHO, Advertising Typographer  
 58 East Washington Street  
 CHICAGO

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# General Sessions Convention Speakers Announced

Attendants at Associated Advertising Clubs Convention Will Have Well-Rounded Programme for Their Consideration

THE general convention programme of the Associated Advertising Clubs, given in its formative stage in PRINTERS' INK of April 1, has been completed. With but few exceptions all speakers have been chosen, and the time for the various meetings and conferences has been definitely decided upon.

The final programmes of the majority of the departmental meetings were given in PRINTERS' INK of April 22 and 29.

Jesse H. Neal, chairman of the programme committee, who in an interview with a representative of PRINTERS' INK outlined the general programme based upon the theme of the convention "Advertising, How and Now," has issued the following completed programme of the general sessions:

## SUNDAY AFTERNOON

Inspirational Meeting, 5 P. M., University Park.

Welcome to Indianapolis—Charles Coffin, President Chamber of Commerce.

Response—Reuben H. Donnelley; Introduction of Hon. E. T. Meredith as permanent chairman.

Address—Richard H. Lee, Special Counsel, Associated Advertising Clubs of the World.

## SUNDAY EVENING

Special services will be held in five downtown churches. Among the speakers are: Samuel C. Dobbs, vice-president Coca-Cola Co., Atlanta, Ga.; Sidney S. Wilson, treasurer, Western Reserve University, Cleveland; George W. Hopkins, sales manager, Columbia Graphophone Company, New York; W. Frank McClure, advertising manager, Fort Dearborn National Bank, Chicago.

## MONDAY MORNING

"Advertising as an Economic Force," Joseph French Johnson, D.C.S., dean, New York University, School of Commerce, Accounts and Finance, and President Alexander Hamilton Institute.

"The How and Why of Buying Motives," E. G. Weir, advertising manager, The Beckwith Company, Dowagiac, Michigan.

"The Economics and Economics of Product and Market Analysis," L. D. H. Weld, manager of commercial re-

search department, Swift & Company, Chicago. Formerly president of business administration, Sheffield Scientific School, Yale University.

"Putting Longer Legs on the Advertising Dollar," A. H. Deute, advertising manager, Borden's Condensed Milk Co., New York.

"How to Keep Production Up with the Advertising by Selling the Advertising to the Workers," Tim Thrift, advertising manager, American Multigraph Sales Company, Cleveland.

## MONDAY AFTERNOON

Department Sessions and Conferences.

## TUESDAY MORNING

Session Subject: "Advertising How and Now in Its Relation to Distribution."

"The Advertising Man's Interest in the Department of Agriculture," Hon. E. T. Meredith, Secretary of Agriculture.

"How to Fit the Window Display Into National and Local Advertising," address and demonstration by C. J. Potter, "The Economist Group," New York. Former president of National Display Men's Association and chairman of their National War Service Committee.

"The Function of the Wholesaler as an Independent Advertiser and Merchandiser as Well as a Distributor," Saunders Norvell, chairman of board, McKesson & Robbins, New York.

"Advertising to Promote the Flow of Goods Into and Out of Retail Stores," Alfred Koch, LaSalle & Koch, Toledo.

"How the Better Business Movement Is Enhancing the Value of All Legitimate Advertising," Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

## TUESDAY AFTERNOON

Department Sessions and Conferences.

## WEDNESDAY MORNING

Session Subject: "New and Significant Developments in Advertising."

"Co-operative Advertising as a Social Service as Well as a Powerful Sales Force," Don Francisco, advertising manager of the Southern California Fruit Growers' Association, Los Angeles.

"Uncle Sam's Venture Into Paid Advertising," O. H. Blackman, The Blackman Company, New York; also president, Advertising Agencies Corporation.

"The Clean-Up, Paint-Up Movement"—Developing a market through the cultivation of interest in civic hygiene and beauty, Roy Soule, vice-president, A. C. Penn Company, New York.

"What Applied and Practical Psychology Is Doing to Shorten the Distance Between Human Minds," Dr. A. I. Gates, Columbia University, New York.

"What Women Owe to the Home-Making Influence of Advertising," Christine Terhune Frederick, Applecroft Experiment Station, Greenlawn, New York.

#### WEDNESDAY AFTERNOON Interdepartment Session.

#### WEDNESDAY EVENING

General Exhibit Session—Chairman, Charles H. Mackintosh, chairman, National Exhibit Committee.

Three speakers will explain the three complete national campaigns shown at the National Advertising Exhibit.

"Lifting the Staple Article Into the Specialty Class," F. H. Gale, advertising manager, General Electric Company, Schenectady, N. Y.

"Linking Advertising with Sales Effort," Geo. W. Hopkins, sales manager, Columbia Graphophone Company, New York.

#### THURSDAY MORNING Interdepartment Session.

#### THURSDAY AFTERNOON

General Session: Reports of Officers; Reports of Committees; Adoption of Resolutions; Confirmation of Selection of Convention City for 1921; Awarding of Trophies; Election of Officers; Final Adjournment.

#### DEPARTMENT PROGRAMMES

The programme of the American Association of Advertising Agencies departmental is in keeping with the central theme of the general convention, "Advertising—How and Now," according to Charles W. Hoyt, president of Hoyt's Service, Inc., New York, and chairman of the programme committee. Mr. Hoyt has pointed out that the programme is primarily arranged to show advertisers, advertising managers, publishers and publishers' representatives what the advertising agency is and what it stands for.

Along with the final programme of the American Association of Advertising Agencies, the programmes of the Agricultural Publishers' Association and the Club Secretaries' Conference have been released. The programmes for these three sessions follow:

#### AMERICAN ASSOCIATION OF ADVERTISING AGENCIES:

Monday—Address by Harry Dwight Smith, president of the American Association of Advertising Agencies, presi-

dent of Fuller & Smith; subject, "The Functions of an Advertising Agency." Merle Sidener, president of Sidener-Van Riper Advertising Company; subject, "What the Agency Understands Advertising to Be." Collin Armstrong, Collin Armstrong, Inc.; subject, "What the Advertising Agency and the Publisher Have in Common." F. T. Hopkins, eastern manager, National Outdoor Advertising Bureau; subject, "Outdoor Advertising and the Advertising Agency." J. H. Mitchell, president, Mitchell Advertising Agency, Inc.; subject, "The Agency and Commercial Research." H. J. Kenner, executive secretary, National Vigilance Committee; subject, "The Organized Vigilance Movement and Its Value to the Agency."

Tuesday—W. S. Crawford, president of W. S. Crawford, Ltd., advertising agency, of London, England; subject, "Advertising Agency Progress in England Since the Armistice." William J. Boardman, vice-president and director of service, George Batten Company, Inc.; subject, "Copy." H. S. Gardner, president, Gardner Advertising Company; subject, "Evolution of Agency Service and the Advertising Agency of the Next Generation." William H. Rankin, of the William H. Rankin Company; subject, "The Advertising Agency as a Business Builder." Thomas E. Basham, of Thomas E. Basham Company; subject, "How the Agency Makes Advertising an Investment, Not an Expense." Paul E. Derrick, of Paul E. Derrick Advertising Agency, Ltd., London, England; subject, "Possibilities for the Development of British Advertising in America."

CLUB SECRETARIES' CONFERENCE: Chairman programme committee, Norman M. Parrott, Baltimore, Md.

Monday afternoon—"Co-operation with National Headquarters," P. S. Flores, secretary-treasurer, Associated Advertising Clubs of the World, New York City. (a) Keeping the membership list up-to-date. (b) Getting national information before local members. (c) Giving worthwhile information to National Headquarters. Questions and Discussion. "How Club Secretaries Can Co-operate with Vigilance Work," H. J. Kenner, secretary, National Vigilance Committee, New York. (a) Where there is an organized Better Business Bureau. (b) Where there is no organized Vigilance Work. Questions and Discussion. "Duties of an Advertising Club Secretary," E. A. Guise, secretary, Advertising Club of Tulsa, Okla. Questions and Discussion. "What Brought Them Out," George B. Gallup, Jr., former secretary, Pilgrim Publicity Association, Boston. Questions and Discussion. "The Advantage of Departmentalizing Club Activities," Lincoln G. Dickey, secretary, Advertising Club of Cleveland. Questions and Discussion. "Club Educational Work," Raymond Massey, secretary, Richmond Advertising Club. Questions and Discussion. "Ways and Means of Building Desirable Membership," Newton G. Wing, secretary, Advertising Club of Atlanta. Questions and Discussion. "Making Night Meetings Inter-



Many big advertisers are making a big use of stereotypes, with good results. The better the stereos, of course, the better the uses they can be put to. We can give experienced advice along this line. And make the stereos right.

**Partridge & Anderson Company**

*Electrotypes • Mats • Stereotypes*

714 Federal St., Chicago

esting," Charles H. Morath, former secretary-treasurer, Kalamazoo League, and of the Extension Division, Associated Advertising Clubs of the World. Questions and Discussion.

Tuesday afternoon—This session will be devoted to a discussion of subjects that will be selected by vote at the close of the Monday session.

**AGRICULTURAL PUBLISHERS' ASSOCIATION:** Chairman programme committee, Frank B. White, Chicago.

Monday afternoon—Keynote remarks, Chairman William A. Whitney, first vice-president of Agricultural Publishers' Association. Announcement, Frank B. White, managing director, Agricultural Publishers' Association. "On the Truth Firing Line," H. J. Kenner, secretary, National Vigilance Committee. "The Farm Papers' Influence in the Retail Business," E. B. Moon, Orange Judd Company. "Our Agency Problems," T. W. LeQuatte, *Successful Farming*, Des Moines. Discussion, led by Horace G. Klein. "The County Agent—Bettering Advertising Conditions," Duane W. Gaylord.

Tuesday afternoon—Keynote remarks, Chairman B. Kirk Rankin, director, Agricultural Publishers' Association. Announcement, Frank B. White. "The Expanding Farm Market": (a) "The Market," Frank G. Odell; (b) "The Medium," James M. Pierce; (c) "The Method—Or Appeal," Governor S. R. McKelvie. "Farm Papers of America": (a) "As They Are in the South," B. Morgan Shepherd; (b) "As They Are in the West," E. E. Faville; (c) "National Circulations," C. A. Taylor; (d) "Prescribed or State Circulations," Ben. F. Bilitier. "Farm Bureau—Bettering Advertising Conditions," Frederick L. Chapman.

### W. Roy Barnhill Heads Representatives Club

W. Roy Barnhill, *Munsey's Magazine*, was elected president of the Representatives Club, New York, on May 3. Other officers elected were: Albert J. Gibney, *Munsey's Magazine*, first vice-president; Thomas Childs, Vickery & Hill Publishing Co., second vice-president; C. W. Fuller, *Christian Herald*, secretary; C. S. Plummer, Jr., *Metroplitan*, treasurer.

The directors elected are: Paul Wickham, *Cosmopolitan*; Dana Woodman, *Collier's*; W. V. Bennett, Butterick Publishing Co.; Walter Biery, *McCall's*; Nigel Cholmeley-Jones, *McClure's Magazine*; Lloyd Wasson, *McClure's Magazine*; and H. C. Daych, *Associated Advertising*.

### Stanley Frost With Packard Motor Car Co.

Stanley Frost, recently on the city staff of the New York *Tribune*, is now with the Packard Motor Car Company, Detroit.

### Collin Armstrong Resigns Presidency of Agency

Collin Armstrong has resigned from the presidency of Collin Armstrong, Inc., New York. He retains his interest and will continue his activities in the company. He is succeeded as president by Frank G. Smith, who for the past two years has been vice-president and general manager of the company.

Regarding this change Mr. Armstrong says: "In so far as the conduct of the business of Collin Armstrong, Inc., is concerned the change is largely as formality, as Mr. Smith in his capacity of first vice-president and manager has been the actual chief executive of the agency for more than a year and a half, having at the beginning of that period acquired a substantial interest in the company."

"I retain my financial interest in the company, continue as a director and, of course, will continue to give my personal attention to the clients whom I have served for many years. I consider myself fortunate in welding Mr. Smith into the organization, basing that assertion upon our close business relationship during the last four years, in which period his experience, ability and activities have proved to me the desirability of his assuming formally the responsibilities that have actually been his for some time past."

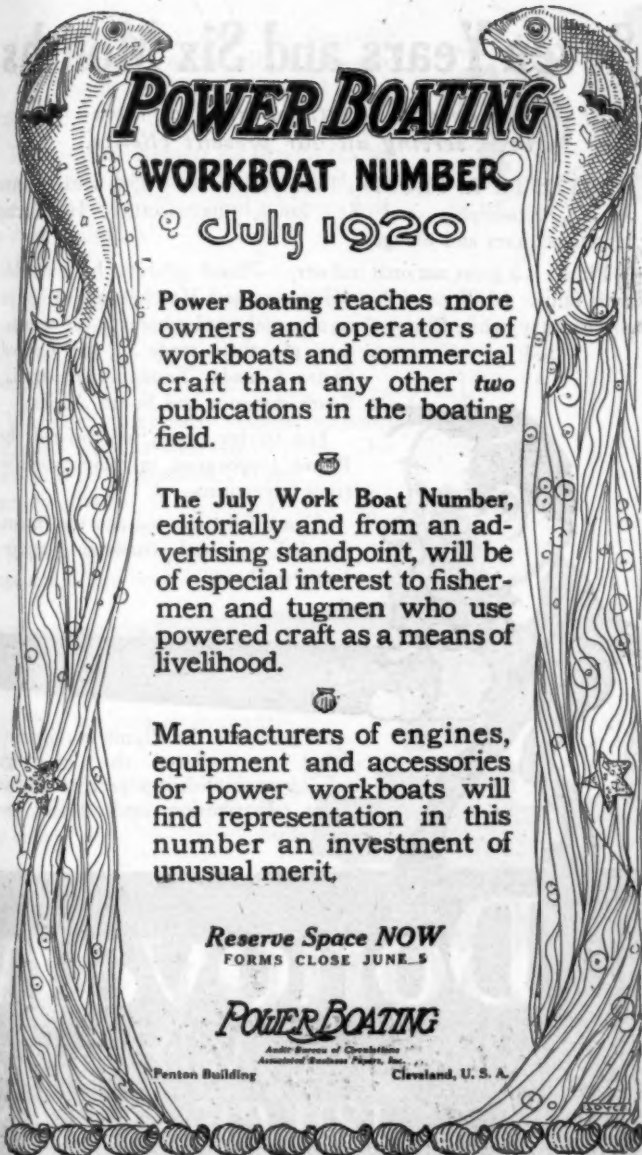
The associates that Mr. Smith has brought into Collin Armstrong, Inc., are William A. Sturgis, vice-president, and Lt. Col. Harold A. Moore of London, Eng., representing the company in Great Britain, Harry L. Cohen, who with Charles Hartner organized the company with Mr. Armstrong in 1909, continues as treasurer. K. A. Clark remains secretary and Mr. Hartner continues as an active member of the organization.

### New Accounts With Carl S. von Poettgen

Carl S. von Poettgen, Inc., Detroit, has recently secured the advertising accounts of the Central Auto School, the Housewife Bakeries, and the Coinometer Company, all of Detroit, and the United Engine Company of Lansing, Mich. Magazines published in the Middle West will be used in campaigns for the Coinometer Company and the Central Auto School. Newspapers and magazines, mainly covering the Michigan and Ohio territories, will be employed for Housewife Bakeries. The United Engine Company campaign will be placed with national farm papers.

### T. P. A. to Have Pacific Coast Night

The Technical Publicity Association, New York, will observe "Pacific Coast Night" at its meeting on May 13. It is announced that some "genuine Native Sons" will be present to tell about business opportunities in the Far West.



# POWER BOATING

## WORKBOAT NUMBER

### July 1920

Power Boating reaches more owners and operators of workboats and commercial craft than any other *two* publications in the boating field.

The July Work Boat Number, editorially and from an advertising standpoint, will be of especial interest to fishermen and tugmen who use powered craft as a means of livelihood.

Manufacturers of engines, equipment and accessories for power workboats will find representation in this number an investment of unusual merit.

**Reserve Space NOW**  
FORMS CLOSE JUNE 5

**POWER BOATING**

Audit Bureau of Circulations  
Associated Business Papers, Inc.

Penton Building

Cleveland, U. S. A.

# Seven Years and Six Months

*The average length of time we have  
been serving all our present clients*

**FAYETTE R. PLUMB, Inc.**, established 1856, with plants at Philadelphia and St. Louis, manufacture Hammers, Hatchets, Axes and Sledges.

Plumb is a great national industry—Plumb products have world-wide fame. Millions of their Hammers and Hatchets are in use in this country, while Plumb Axes are celebrated wherever the woodsmen ply their trade in the United States, Canada, Tasmania, Australia, South America and South Africa.

For twelve years, we assisted the Plumb corporation in their extensive trade advertising.

About eight months ago we recommended national consumer advertising to them.



We advised the Plumb corporation what we believed this campaign would accomplish in a year's time—in sales, distribution and dealer co-operation.

# Donovan A

*National Ad*  
1211 Chestnut S



Two months ago, after the campaign had run for six months with six months to go, Plumb officials were asked as to results.

They replied that our predictions for the year had *then* been more than fulfilled, and that they were well satisfied with our help in their campaign.

\* \* \* \*

The Plumb corporation is one of our present accounts that have given us the splendid average of seven years and six months with each account.

We serve thirty such national accounts without a contract with any of them. Our business in 1919 increased 150 per cent over that of 1918. Ninety-six per cent of our total volume of business in 1919 was from accounts that had been with us for

more than one year up to twenty-five years.

These are tangible evidences of the kind of service we give our clients.



**Armstrong**  
*Advertising*  
 Philadelphia

# Personal Acquaintance as a Factor in Increasing Sales

Salesmen Who Know Dealers but Not Line Given Preference by This Executive

By Will T. Hedges

Manager, Pyrex Sales Division, Corning Glass Works

NOT long ago, I made a trip to England for the purpose of introducing our line to dealers. The trip was semi-recreational in character, as I was in need of rest and did not really expect to do business so much as gather information on the requirements for doing business.

Appreciating to the full, however, the value of acquaintanceship as a necessary preliminary, I secured letters of introduction to the most influential distributors of whom I could gain knowledge. When I arrived I forgot everything else and devoted myself to cultivating acquaintanceships. By this means it was possible to secure an intimate knowledge of the market and conditions in the principal cities of the United Kingdom. This permitted me to acquire information in a very short time which would have taken months and years to gain had I worked alone or tried to canvass the situation among the retail dealers.

With a business acquaintanceship firmly established in one city, like London, it was possible to go to another, like Liverpool or Manchester, with a letter of introduction which enabled me to cultivate the next man as thoroughly as I had the first. So I proceeded, from one city to another, and when I returned to the United States I had completed arrangements with dealers in all the important cities of England and Scotland in an incredibly short space of time.

This principle of personal acquaintanceship is one which I have applied in the management of our own men. I make it a rule in employing men to select men who know the trade instead of those

who know the line. It is more important in our business—and our line has plenty of technical difficulties, requiring extensive knowledge of manufacturing processes—for us to have men who know our dealers than those who are merely good salesmen, or are experts on the line.

Because I believe in this so firmly, our salesmen now spend at least half of their time during the year becoming better acquainted with their dealers and cultivating new ones. This may seem to many sales managers like a great waste of selling effort—that if 75 per cent of the time could be devoted to selling and 25 per cent to visiting, it would be a more efficient arrangement. The experience of many years in our field and a growing appreciation of more intensive dealer co-operation have convinced me that the proportions of fifty-fifty are more nearly right.

## HOLDING DOWN FIRST YEAR'S SALES TO DEALERS.

Conditions in the retail trade need constant study. As the dealer's lines have multiplied, complication has set in. Salesmen who devote more than 50 per cent of their time to selling will miss valuable opportunities to keep in touch with ever-changing conditions and to reach new dealers many of whom can not be sold on the first call.

In introducing Pyrex Transparent oven-ware to our dealers, we chose salesmen with a knowledge of the hardware field. When the force was organized we told our men to hold down their sales to dealers, aiming rather at small sales to a great many dealers scattered over each territory, in order

to get wide distribution, than large sales to a few dealers. For example, we felt it would not be difficult to sell a dealer from \$50 to \$75 worth of Pyrex-ware on a first call, due to the advertising that had already been done and consumer demand already operative. In the face of this our men were instructed to sell the dealer just as little as possible, and that we would be far more pleased with sales of \$15 per dealer than we would with sales of larger amount.

During the first season most of our dealers were called on but once. At the beginning of the second year's work, we assembled our salesmen together, went over the previous season's records, showed them our advertising plans for the coming year, and told them that our policy now would be to force sales to the limit. Instead of trying to sell \$50 or \$75 to a dealer, they were to sell him \$150 if possible. The preliminary work had been done the previous year. It should therefore be comparatively easy to cover the field in the same amount of time and sell each dealer the maximum quantity. Our expectations were not disappointed and the programme was followed through successfully.

An important change was made in our dealer advertising at this time. Instead of advertising our merchandise to the dealer we adopted the policy of talking to him in terms of his own interest—how to be a more successful dealer. Too much dealer advertising is to-day merely an effort to sell the dealer, which in my estimation is a shortsighted policy, at least so far as the hardware dealer is concerned. A better way to enlist his interest in a product is to show him how to handle it successfully.

A few weeks ago I had occasion to speak before a group of salesmen at a sales convention of one of our New England jobbers. Sales methods were being discussed, and the following question was placed in the question-box, evidently put there by one of the jobber's salesmen: What

do you consider to be the most attractive feature of Pyrex-ware to the dealer?

A number of features had already been discussed, such as its appearance, the manufacturer's guarantee; and some criticism had been made of its high price. My reply to the question was: Our sales policy of selling the dealer an amount of merchandise which will permit him to turn his stock over from six to ten times a year; thus making it possible for him to realize more profit from our line than he could from an article which yields more profit from the individual sale but which does not sell so frequently.

Another important point in the development of a profitable dealer business is to have the establishment of dealers correspond with the geographical centres of population. This is a safe rule to follow, except in the South where the preponderance of negro population makes its observance impracticable. Such a rule, however, goes far to prevent over-representation in sparsely populated sections and under-representation in the more thickly settled regions.

#### SAMPLING SALESMEN IN OTHER LINES.

One of the best ideas we ever tried was sampling. This may sound somewhat wild when talking about a high-priced line of goods like Pyrex-ware, but the way in which the plan was operated and the results derived from it were far from wild.

Sampling was confined to dealers, dealers' clerks and manufacturers' representatives calling on the same dealers. No sampling was done among consumers. The only part of this programme which will not be entirely obvious to the reader is the giving away of samples to traveling men. Sampling, by the way, was generally, limited to our 75-cent Pyrex-ware pie pan. It will not be difficult for the reader to understand the good results of distributing such an article, with discrimination, to dealers' wives or women clerks, who through its use come to a better knowledge



Always return this folder to your files, and keep an extra copy of **THE MILL PRICE LIST** enclosed with it. Extra sets of the sample sheets will be supplied by the following distributors:

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON . . . . .	The Arnold-Roberts Company
PHILADELPHIA . . .	Lindsay Brothers, Incorporated
WASHINGTON, D. C. . . .	R. P. Andrews Paper Co.
NORFOLK, VA. . . . .	R. P. Andrews Paper Co.
YORK, PA. . . . .	R. P. Andrews Paper Co.
NEW YORK . . .	The West Virginia Pulp & Paper Co.
CHICAGO . . .	The West Virginia Pulp & Paper Co.

**THE WEST VIRGINIA PULP & PAPER CO.**  
 NEW YORK: 200 Fifth Avenue  
 CHICAGO: 100 North Dearborn

## The Mill Price List

5

*Velvo-Enamel.*  
*Marquette Enamel.*  
*Sterling Enamel.*  
*Westmont Enamel.*  
*Pinnacle Extra-strong*  
*Embossing Enamel.*

*Westvaco Ideal Litho*  
WHITE INDIA  
COATED ONE SIDE

*Westvaco Super.*

*Westvaco M.F.*

*Westvaco Eggshell*

*Minerco Bond.*  
WHITE PINK BLUE CANARY GOLDENROD

*Origa Writing.*  
WHITE CANARY

*Westvaco Index Bristol*  
WHITE BUFF BLUE SALMON

*Westvaco Post Card*



MORE and more the careful buyer—the man who checks up his paper values—selects the Westvaco brands. These standard papers merit the reputation they enjoy. The large increase in yearly sales of these Westvaco brands is the best endorsement of their worth.



# PULP & PAPER CO.

CHICAGO: 732 Sherman Street

## The Population of Springfield, Mass.

as just announced by the federal census bureau is **129,338**  
 showing a growth during the past 10 years of - - **45.4%**

THE growth of Springfield continues to be steady and healthy. In 1890 the population was 44,179, in 1900, 62,059, and in 1910, 88,926.

The 1920 census of 129,338 shows an increase of 45.4 per cent during the past ten years, and in the previous ten years the growth was at the rate of 43.3 per cent.

*Cover Springfield and its rich suburban territory with The*

### Springfield Republican

*(8c morning)*

### and The Daily News

*(1c evening)*

net paid for March

## 49,211

*Largest Circulation in Massachusetts Outside of Boston*

THE REPUBLICAN or The Daily News goes into the homes of 97 per cent of the families of Springfield. There are 26,546 families and the city circulation for March was 24,826.

*Try it out in Springfield, Mass., in The Republican and The Daily News*

**Kelly-Smith Co.,** Foreign Representatives **Marbridge Bldg. New York**  
**Lytton Bldg., Chicago**

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of its advantages. But the plan of sampling traveling salesmen needs a word of explanation.

No traveling man will deliberately knock another man's line, but until he has met the representative of a new line, or has acquired a knowledge of its merits, he may inadvertently take a "show-me" attitude toward it in the presence of a dealer who has just purchased it that may kill the dealer's enthusiasm. Let a popular tool or cutlery salesman drop in on a dealer whom he has known familiarly for many years, and find prominently displayed in his store a just-received shipment of Pyrex-ware, and the salesman with no malice aforethought will be likely to exclaim: "Hello! What do you call this stuff?" This, or perhaps not even so much as this—just a silent and amused survey of the display—may be enough to make the dealer feel the wrong way.

So we extended our policy of cultivating acquaintanceships to make it take in traveling salesmen. The freemasonry of men on the road is well known. Our salesmen sent us the name and home address of every man they met calling on the hardware trade. We sent this man a free sample of our pie pan with a letter in which we told him what it was, how it was used, and how good it was. If he was not married we hoped he had a mother, a sister or a sweetheart, who would know how to use the dish.

The pie pan being a good pie pan, everybody was pleased. The salesman's pleasure even followed him into the dealer's store and did not desert him when he beheld the window or counter display of Pyrex-ware. The most phlegmatic salesman could hardly keep from exclaiming: "Say, that's great stuff. I'm glad to see you've got it."

In our national advertising, we worked one little idea that may be of value to other advertisers. Each piece of copy carried a line, "Ask your dealer for our booklet, 'New Facts About Cooking.'" This booklet, however, was not distributed to the dealers until we

received requests for it. Our purpose in doing this was to sharpen the customer's desire to possess it and to impress the advertising value of it upon the dealer's mind. The plan secured a better distribution than it would have received otherwise.

#### NEW PACKING METHODS INCREASE SALES.

Those of us who have received our training in the hardware field appreciate more thoroughly than many others the importance of improved methods of packaging. Sales managers as a class could spend more time profitably in their own shipping departments when the goods are being packed for shipment to the dealer, and more time in the dealer's store when he is unpacking them for display. We have learned something in this direction that may be of value to others.

Until a short time ago, Pyrex-ware was packed in barrels, in cartons that looked pretty substantial before shipment, but when taken out of the barrels by the dealer the cartons had a zigzag and crushed appearance. The dealer, therefore, removed the cartons at once, placed what goods he had room for on his counter, returned the rest to the barrels and sent them to his basement or warehouse.

A new carton was designed, bearing attractive labels. Instead of using barrels for shipping containers, rectangular crates are used. When the dealer receives a Pyrex shipment now, his cartons are undamaged, and after his counter or window space has been filled, any cartons left over are good looking enough for shelf display—not for storage in the back room. Naturally, this has resulted in a much greater display of Pyrex throughout our dealers' stores, and has been the means of doubling sales in many instances.

Teaching the public to think the way you want them to think is not always an easy thing to do. Pyrex-ware looks something like glass. Inasmuch as it is not glass-ware—generically—but cooking-



ware, it would be fatal to have women calling it glass-ware and looking for it in crockery stores. So for two years the word glass has not been mentioned in our advertisements. Everywhere reference is made to Pyrex-ware.

New products are liable to inattention and neglect—when they leave the sheltering fold of the factory for the dealer's store. The best intentioned goods will wander now and then beyond the shadow of the sign on the display counter. One of the things we wanted to make sure of was ready identification of the goods by anyone looking at them. In other words, the product must answer questions. Every piece of Pyrex-ware has the word "Pyrex" stamped in the bottom. On the inside of the receptacle, however, we affixed a circular gold seal, printed in readable letters, "This is Pyrex-ware." Thus the goods themselves talk to customers.

### Des Moines Papers Oust Press Agents

**A**FTER a meeting of the managing editors of the Des Moines newspapers, all the papers printed in a two-column box a statement relegating press agents to the limbo of undesirables. The announcement was as follows:

#### DON'T WASTE YOUR MONEY

The Des Moines newspapers find it necessary to define the relations that exist between them and the numerous press agents or publicity agents or whatever the paid propagandists choose to call themselves.

None of these press agents has any access to or control over the news columns of the Des Moines newspapers, and any assertion or intimation that in any degree they have such control is a plain misrepresentation.

The Des Moines newspapers have their own staffs for collecting news, and are glad to collect at their own expense any interesting information about activities that people or institutions in this community may have. The newspapers charge nothing for this service and nobody need pay anything for it. If persons, institutions or enterprises do pay anybody for this it is purely a waste of money.

The newspapers are compelled in their own interest and the interest of

their readers to make plain that, far from welcoming or making use of the so-called news that the press agents promise their clients to put over, they are against the whole press agent business, and will not lend themselves to it in the slightest degree.

The only space in newspaper offices that the professional propagandists can deliver is in the waste basket.

W. W. Waymack, managing editor of the Des Moines *Register and Evening Tribune*, tells PRINTERS' INK the effect of this stand has been good. "The press agents," he says, "emphasized their supposed free access to the news columns, indicating that there was some mystery about this. They also offered their services to commercial organizations and institutions, for the purpose not merely of procuring publication of propaganda for these employers, but also for the purpose of exercising some sort of censorship over all material that the newspaper might print concerning these employers. The plain tendency of the press agents' activities was to close, at least in part, many news sources to the newspapers' own representatives, and to set up buffers between the newspapers and the people or institutions to which the newspapers must have access if they are to get the news."

### National Labor Press Has New York Office

The National Labor Press Association, Inc., Grand Rapids, Mich., has established an Eastern office at New York. William W. Cowan, vice-president and production manager of the Association, is in charge of the new office.

### A. R. Barbier Joins Lincoln Motor Company

A. R. Barbier, formerly with the Packard Motor Car Company, Detroit, and Power, Alexander & Jenkins Co., Inc., advertising agency, Detroit, has joined the advertising staff of the Lincoln Motor Company, Detroit.

### New Cement Advertiser in Canada

Super Cement (America) Limited, Mount Dennis, Ontario, marketing a waterproof cement, has placed its advertising in the hands of The James Fisher Co., Toronto advertising agency.

## QUOTATIONS —

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Then this question was put up to the solicitor—"In what frame of mind do people read your periodical? We have a pet theory that people read different periodicals in different frames of mind, and this attitude is reflected in their reaction to the periodical." Rather an adroit way of questioning reader-confidence, but altogether a theory sound in application.

¶ In analyzing reader-confidence, as applied to Scientific American, five words will tell the whole story: editorial objective, and the public's endorsement thereof.

¶ Scientific American's sole objective is service—an objective concentrated on keeping the business men of America well posted on the latest developments and achievements in Industry, Mechanics, Science and Inventions.

¶ The other point—the public's official o.k.—may be readily sensed in the statement that the editors have a yearly quota of approximately fourteen thousand letters from manufacturers and business men all over the country; each letter a request for formula, fact or figure about some mechanical development of the day, and each relying on Scientific American to give definite and accurate assistance to some particular problem; strong reader-reliance which really gives to the advertising columns of Scientific American a positive value.

\* \* \* \* \*

### SCIENTIFIC AMERICAN

WOOLWORTH BUILDING

NEW YORK

# Fuller

*Advertising*



# Smith

## Cleveland

Besides  the clients  
of Fuller & Smith are:

- |   |  |
|---|--|
| Aluminum Manufactures, Inc.,<br>"Lynite" and "Lynux" Castings.                    | Ivanhoe-Regent Works of General<br>Electric Company.   |
| The American Multigraph Sales Co.,<br>The Multigraph.                             | "Ivanhoe" Metal Reflectors and<br>Illuminating Glassware.  |
| The Austin Company,<br>Standard and Special Factory-<br>Buildings.                | R. D. Nuttall Company,<br>Tractor Gears.   |
| The Beaver Board Companies,<br>"Beaver Board"                                     | The Outlook Company,<br>Automobile Accessories.  |
| The Beaver Manufacturing Co.,<br>Beaver Kerosene Tractor<br>Engines.              | The Peck, Stow & Wilcox Company,<br>Pesto Tools and Machines.  |
| The Bourne-Fuller Company,<br>Iron and Steel Jobbers.                             | H. H. Robertson Company,<br>"Robertson Process" Metal,<br>Gypsum and Asphalt.  |
| Burroughs Adding Machine Co.,<br>Adding, Bookkeeping and<br>Calculating Machines. | Hôtels Statler Company, Inc.,<br>Operating Hotels Statler, Buf-<br>falo, Cleveland, Detroit and St.<br>Louis, and Hotel Pennsylvania,<br>New York. |
| The Cleveland & Buffalo Transit<br>Company,<br>Lake Steamship Lines.              | J. Stevens Arms Company,<br>Firearms.  |
| The Cleveland Provision Company,<br>"Wiltshire" Meat Products.                    | The Timken-Detroit Axle<br>Company,<br>Axles for Motor Vehicles.   |
| The Craig Tractor Company,<br>Farm Tractors.                                      | The Timken Roller Bearing<br>Company,<br>Roller Bearings.  |
| Denby Motor Truck Company,<br>Motor Trucks.                                       | University School,<br>College Preparatory School.  |
| Ericson Manufacturing Company,<br>"Berling" Magneto.                              | The Upson Nut Company,<br>Manufacturers of Iron and Steel<br>Products.   |
| Field, Richards & Co.,<br>Investment Bankers.                                     | The Vulcanite Roofing Co.,<br>Roofing.   |
| Free Sewing Machine Co.,<br>Sewing Machines.                                      | The Westcott Motor Car Co.,<br>Passenger Cars.   |
| The Glidden Company,<br>Paints, Varnishes and "Jap-<br>a-lac" Household Finishes. | Westinghouse Electric and Manu-<br>facturing Company,<br>Electric Apparatus, Appliances<br>and Supplies.   |
| The Glidden Nut Butter Company,<br>"Dinner Bell" Nut Margarin.                    | Willard Storage Battery Company,<br>Storage Batteries.   |
| National Lamp Works of General<br>Electric Company,<br>National Mazda Lamps.      |  |

## Confectionery Manufacturers

**Y**OU dealers in candy, chewing gum, chocolate bars, and other packaged sweets would like to interest 2,700 purchasing agents for clubs whose members aggregate 1,000,000 men.

*You can!*

You know that men are large consumers of these goods. They are sold at counters in the main corridors of most Y. M. C. A. buildings—2,700 of them now, in every large city and town. A new Y. M. C. A. is opened every five days.

Are your goods on those counters?

*They should be!*

Do the members demand your goods?

*They should!*

*An analysis of paid subscribers to ASSOCIATION MEN shows the following classification:*

Business Men and Manufacturers..	38.4%
Bankers .....	4.2%
Professions .....	15.8%
Office Executives .....	19.3%
Religious Leaders .....	16.9%
Miscellaneous .....	5.4%

*These represent men of unusual buying power.*

Write "Association Men," the official magazine of the Y. M. C. A., for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago

# Counterfeit Wages and High Prices

Improved Process of Distribution Must Help to Liquidate Our Legal Stage Money

By Edward A. Filene

Of William Filene Sons Company

ALL the world is interested in improved distribution methods, for the methods and cost of distribution are basic factors in the high cost of living and basic factors in industrial unrest.

Under-production is one of the great causes of high prices. This under-production by which the world is threatened at present is in part due to the war; it is also due largely to industrial unrest. There are many causes for industrial unrest—some a necessary part of the cost of the war that can be only cured with a lapse of much time, others due to preventable and curable causes. Among these latter is the industrial unrest caused by ineffective wages. Although wages have doubled since the war, industrial unrest continues, or even increases. There are two main reasons for this.

(1) Prices of necessities have increased at least as fast as wages.

(2) The demand for luxuries by wage earners has greatly increased.

We have here a vicious circle—high wages making high prices, which in turn force high wages, which in turn force higher prices.

It becomes clear that the problem is not only how much wages we pay, but how much those wages will buy. Business men must in the future give much more attention to this problem if industrial unrest is to diminish and production to increase. It can no longer be left to reformers and theorists, for it is a business problem of the highest importance. It does not seem impossible to me that the successful business of the future will have a staff dealing with "What Wages Will Buy."

Address at the Eighth Annual Meeting of the Chamber of Commerce of the United States.

The question resolves itself into one of real wages vs. counterfeit wages. Real wages are wages that will at least buy a sufficiency of life's necessities. Counterfeit wages are wages that, although they look like real wages, cannot buy enough food, clothing, shelter and recreation and do not permit the worker to make adequate provision for illness and old age. However hard we employers try to pay real wages, just wages, they can be made counterfeit, unjust wages by real-estate speculation, by profiteering in the necessities of life, and by private and political graft, waste and misrule.

We read in the papers of rent strikes in many cities. Apartment houses and tenements have been sold over and over again, each time at a higher price. The result has been high rents. The situation grew so serious in New York State that the Legislature passed eleven anti-rent profiteering bills. Experience has shown that it is possible to keep the cost of the rent of workmen's homes at fair prices. Some European cities have done this by city planning and by purchasing suitable land from the outskirts of the town and putting it on the market whenever rents threatened to become exorbitant. An important firm that I know of has kept its workers' rents moderate by the public statement that it will build in competition if rents rise too high. Such comparatively small items as street-car fares may become of great importance in making fair wages unsatisfactory. In my own town the raising of fares from five to ten cents was the germ around which developed a new wage scale in our store involving an annual increase of one-half million dollars.

An employee worrying about

these things will not be as reasonable in his dealings with his employer as he would be were he able to buy shelter, recreation and insurance at reasonable prices.

The situation with respect to food, clothing and the other necessities of life has been equally discouraging to the employee. Prices of these articles have risen in all cases at least as fast as wages. If I remember correctly the last report of the Department of Labor shows the present index number to be 253 on a pre-war basis of 100. Business men, therefore, in the future must give much more attention to this problem of paying effective and real wages if industrial unrest is to diminish and production is to increase. The average business man is straight and honest and intends to be a good citizen, but there are some who call themselves business men who have defrauded the public through crooked financing of public-service utilities, through special privilege obtained by legislative enactment and through speculation in food and in homes. We have tolerated this condition perhaps because we have felt that our own personal interest and honor were not at stake. Other people were doing these wrong things and it was no direct concern of ours if they violated the moral principles which should have guided their actions; but it is these very things that transform the just wages we pay to our employees into so much "stage money."

If we are to safeguard the interests of our business, we must not content ourselves with placing in the pay envelope each week a large number of dollars. We must be certain in addition that each dollar we put in the envelope will buy a real dollar's worth of goods when taken out.

#### DISTRIBUTION DOUBLES COST

This will not be the case, however, if the cost of distribution is excessive. Generally speaking the cost of an article is doubled between producer and consumer. It is clear, therefore, that we all have a common interest in

improved distribution methods.

Practically every phase of distribution as we now practice it is open to large improvement. There must be a better correlation between production, distribution and consumption, so that the present wide gap between the cost of the article as it leaves the manufacturer and as it reaches the consumer may be minimized. This gap is not the result of lack of good will on the part of the business man engaged in distribution. Business is as much a victim of the present system as is the consumer. For example, the retail merchant seldom averages a net profit of more than five per cent on his sales. If this profit were totally eliminated, it would have little effect on the cost which the consumer must pay.

The public does not realize this; the retailer is on the firing line of the business. He meets the customer face to face and has to bear the brunt of the criticism of and dissatisfaction with every mistaken effort and faulty process from original production to the final sale of the finished product. High prices are not his fault, and yet the customer blames him for them. Our store makes it a rule never to be undersold, but the man who pays to-day \$50 for a suit he used to buy for \$25 or \$30 instinctively accuses us of making inordinate profits. He does not take the trouble to see what he would have to pay elsewhere for the same article, or if he does he merely shrugs his shoulders and says we retailers are all equally guilty.

#### FACTORY-TO-CONSUMER METHOD

Obviously the most direct and therefore the ideal form of retail distribution from the theoretical standpoint is the factory-to-consumer-by-mail method. It involves the least expense and the least machinery. If this method were generally practical, we should, when we ordered a tooth brush or a pair of shoes, send a postal to the proper factory and get the goods by return mail. The most important obstacle to this scheme is that it conflicts with the



# Big Men and MOTOR



LAFAYETTE MOTORS COMPANY  
Chare Hill  
INDIANAPOLIS

Mr. A.C. Johnston, Editor,  
Motor,  
119 West 40th Street,  
New York, N.Y.

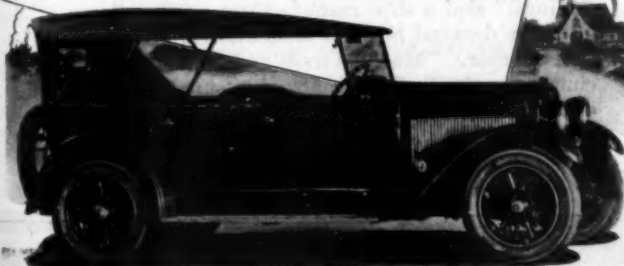
Dear Mr. Johnston:

I always look forward to  
each new issue of Motor with much interest  
on account of its constructive nature.

Yours very truly,

*J. M. Ballou*

DW:GW:R



## St. Louis Invites Sixteen Industries



GROUP of St. Louis business men smoked and chatted at their club. The conversation drifted to the one hundred new industries and fifteen million square feet of factory space built in St. Louis during the last two years; the General Motors Company's new \$5,000,000 plant; the United Drug Company's \$3,000,000 factory, and other new industries representing many millions of dollars and employing more than 14,000 workers.

As they talked, these keen business men began to realize the need of other types of industries to fully round out St. Louis as a well balanced trade center, ready to supply anything that might be called for over its industrial counter. A trade analysis convinced them that a wide market exists in St. Louis for many products not now made in St. Louis.

"The market is here, so why not bring factories here to make the goods?" asked one.

That started something. At a later meeting each man had a list of articles needed in St. Louis territory but bought elsewhere. "We need shoe findings," said a shoe manufacturer. "There's an immense demand here for steel and copper wire," said another. "Machine tools and drop forgings," chanted a third. The final count showed sixteen distinct types of industries needed to fill St. Louis' industrial gaps.

A banker, who had listened attentively, suddenly struck home with a proposition:

"Let's go after those sixteen industries we need. I'll contribute to an advertising fund to bring them to St. Louis. Are you with me?" Within five minutes the fund was well up into the thousands. The municipality became interested and the City of St. Louis duplicated the business men's subscriptions, dollar for dollar.

This advertisement opens the campaign set in motion by those men of vim and vision. Here are the sixteen new lines of industry sought:

*Shoe laces and findings*  
*Cotton spinning and textile mills*  
*Dye stuffs*  
*Steel and copper wire*  
*Machine tools and tool machinery*  
*Automobile accessories and parts*  
*Drop forge plants*  
*Tanneries and leather products*  
*Malleable iron castings*  
*Farm implements*  
*Rubber products*  
*Screw machine products*  
*Locomotive works*  
*Blast furnaces*  
*Cork products*  
*Small hardware*

Which of the above interests you? Would a Mid-West factory help solve your production and distribution problems? A letter will bring you details. Address it to

*Director, New Industries Bureau*

**St. Louis Chamber of Commerce**

**St. Louis, U. S. A.**

ordinary mental processes of the buyer. Until goods and catalogues are standardized to a point far beyond that at present realized, the average buyer will demand to see the article before he purchases.

Recognizing this fact, manufacturers have tried the next step of distribution, that of operating their own stores or maintaining exclusive agencies. With a few exceptions, this has not been a thoroughgoing success. Automobiles can be sold direct from the factory through agents because they are standardized, and can be bought from the agent's sample. Stores which carry branded goods are agents only in name, but they can sell certain articles by this method. As a rule the manufacturer's store sells only its own goods, which means a limited assortment and comparatively high expenses. Furthermore the constant trend toward specialization in production sets increasingly narrow limits to the assortment of any one maker.

The mail-order houses have been more successful than the direct manufacturer-to-customer method for several reasons, the most important of which is that they permit people to put very many of their different needs into a single order. They have, however, a tendency to confuse bulk with service, and there seems to be a distinct limit to the kind and quality of articles they can handle successfully.

#### CHAIN STORES—THEIR ADVANTAGES AND DISADVANTAGES

Perhaps the most familiar method of retail distribution is the small neighborhood store; it has the advantage of accessibility and neighborliness between the buyer and the seller, but from the standpoint of making the dollar buy more, its methods are capable of great improvement. Its chief difficulties are that it pays more for its goods because it buys more often from middle men at high prices; also its assortments are smaller, which results in customers often buying unsuitable goods, which is a wasteful process.

It is because these small mer-

chant stores have these difficulties that there has come into being the very large number of chain stores, which number is increasing with astonishing rapidity. The chain stores are, as a rule, neighborhood small stores under one central ownership and management, which enables them to buy in very large quantities at the lowest prices and even producing their own goods. This central management also enables them to standardize their methods by competent staff help, which is too costly a process for the individual small store. The chief difficulties of the chain stores are a lack of personal touch between the proprietors and their customers and lack of many of the advantages of the big department and specialty store. The owners of small stores would be furthering their own interests if they voluntarily formed chains of their own so that they could enjoy the advantages of the chain store organization while they retain the personal touch with customers which is the greatest asset of the small, individually-owned store. They would also assist in bettering our method of distribution by doing this.

The department store does, of course, avoid many of the weaknesses discussed. It makes possible economy of effort; it serves to reduce overhead through centralization of the executive direction; it permits the shopper to do almost his entire purchasing in a single building. It solves the high rental difficulty of the street store by utilizing effectively the upper floors of the building. By buying in the largest quantities or even producing its own goods it saves much of the expenses of the middle men, yet in many directions its strength is its weakness. Unconsciously it has been led to confuse bulk with efficiency; the moment that size passes the limit of skilled management the store becomes of less service to the community. Our department stores are suffering from elephantiasis. They are transacting large volumes of business and are pro-

(Continued on page 109)



## The Builders' Journal

represents the net result of twenty-eight years of specialized publishing experience in the building field.

It is the spokesman of better building.

It embodies many new ideas to fit the needs of the present-day builder..

If you are identified with the sale or advertising of quality building products and have not received the first issue, kindly send us your name and address.

**Rogers and Manson Company**

*Publishers also of The Architectural Forum*

**BOSTON**

**NEW YORK**  
103 Park Avenue

**CHICAGO**



## More Service Demanded

Associated Farm Papers appreciate that the call of today is for closer cooperation on the part of all big public service organizations. Especially is this so in advertising.

Advertising Service is needed.

Advertising Service is desired.

Advertising Service is demanded.

Advertising Service will be considered and compensated for by men who are worthy of their steel.

Hence, Associated Farm Papers will stand, stronger than ever, as a unit of service, continuing their special work, individually and collectively, more intensively than ever.

More men in the field, both East and West.

# Associated Farm Papers

NEW YORK  
Fifth Avenue Building

CHICAGO  
Steger Building



## More Service Assured

Men who are well trained in the home office of each publisher and have an intimate knowledge of their respective fields.

Men who will apply themselves with advertisers and agencies in the interest of the individual account of the one publisher.

The Research Department for the compilation of agricultural data and statistics, a popular feature of Associated Farm Papers' work, will be continued and enlarged.

The manufacturer of any meritorious article for family consumption can secure detailed statistics on any reasonable point pertaining to his possibilities in the world's greatest market—the Rural Market of America.

A request for personal consultation or mail service incurs no obligation.

# *Associated Farm Papers*

NEW YORK  
Fifth Avenue Building

CHICAGO  
Steger Building



# Foldwell

TRADE MARK



## "There! That Circular Is Right!"

"That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration."

CIRCULARS are invested with an extra selling force when made of Foldwell Coated Book. For Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity, forcibly expressed in Foldwell, are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will stay there till it has finished with your prospect.

*Our Booklet "Paper As a Factor in Modern Merchandising," on Request*

**Chicago Paper Company, Manufacturers**  
817 S. Wells Street Chicago, Ill.

NATIONALLY DISTRIBUTED

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perous, but their success merely demonstrates that their methods of distribution are only relatively less inefficient and does not prove that we are not in great need of improved distribution methods.

The department store has a great advantage, that it is possible to combine in it almost all the advantages of all the other types of retail distribution.

The owners of the big stores are intelligent, desire to be more efficient and to serve the community. For these reasons it seems to me that many improved distribution methods will be utilized by the big stores, making them of still greater service to the community.

The future type of big retail store will, in my judgment, possess three important advantages over other types of stores, namely:

Ability to sell in such large quantities as to take the entire output of factories, thus relieving production of selling expense and eliminating the waste of producing without registered orders.

Organization of each department as one of a chain, the other links being similar departments in other stores in other communities.

Shop committees and similar improved methods for industrial harmony.

In regard to the second of these advantages, it is worth noting that department stores are already grouping themselves in chains to buy in combination and to act together to their mutual benefit and the benefit of the public without sacrificing their individuality.

A discussion of improved methods of distribution cannot neglect consideration of co-operative stores, although they bring in certain new problems. The success of this type of store abroad and its many advantages make it a possibility seriously to be dealt with in the future. Co-operative stores offer a distinct field for experimenting in democratic management and education, and present an opportunity for interesting a community in the problem of distribution and securing real co-

operation from the public in meeting its own requirements. The co-operative store is an incentive to good work and provides a stronger element of public service than any other type. Employees' participation in profits have a stake in the success of the venture; customers receiving profits in the shape of dividends on their purchases lose their antagonistic spirit toward shopkeepers, and can by doing more for themselves and by avoiding making unnecessary demands greatly decrease the cost of distribution.

#### CO-OPERATIVE STORES DEMOCRATIC

The distinct disadvantages of the co-operative store are those resulting from any form of democratic effort with a decentralized management.

A shrewd autocrat will probably always be able to show greater profits than a democratic management, although the former may be less in the public interest.

In theory at least the ideal method for distribution would be to organize co-operative stores in the same manner as the department store of improved methods I have described. Such stores could combine almost all of the advantages of the other types of stores, and would have the added advantages just referred to of stimulating public interest in the problem of business management, thereby creating more understanding and sympathy for the great difficulties inherent in these times in the management of all kinds of business.

In obtaining better methods of distribution, it seems clear that the employer has a very basic interest in the effect that improved methods of distribution will have in making the contents of his pay envelope real wages. He is therefore vitally interested that his distributive methods shall be improved, and he can help this improvement, as far as retail distribution is concerned, by helping the retail distributors of whom his employees buy to improve their methods, or, failing this, to himself establish improved ma-

chinery for the distribution of the necessities of life.

The master minds that evolve out of the present conflicting forces in the social and economic world efficient schemes for combining the productive power of labor with the promoting power of capital and improving methods for distributing the product to the consuming public will have done work of such common interest that their rewards will be commensurate with their accomplishments.

### London Advertising Men Come for Convention

Charles F. Higham, M. P., and a vice-president of the Associated Advertising Clubs of the World, is on his way from London to America to attend the A. A. C. of W. convention.

W. S. Crawford, of the advertising agency of W. S. Crawford, Limited, London, will sail for New York May 15.

### "Save Tires," Says Goodyear

The Goodyear Tire and Rubber Co. Limited, of Canada, is starting an extensive educational campaign, using large space in newspapers and magazines throughout Canada, to induce motorists to take every possible precaution to save their tires, in an endeavor to overcome the shortage in these goods. Direct-mail matter will also be used.

### F. G. Knapp Will Join Butler Agency

F. G. Knapp, who has been assistant manager of the copy and art department of the Penton Publishing Company, Cleveland, will join the Butler Advertising Company, Columbus, Ohio, on May 10.

### Prittie Back in Toronto for McKim

H. H. Prittie, for several years assistant to W. B. Somerset, general manager of A. McKim, Limited, Montreal, is returning to the Toronto office of this agency.

### E. G. Hogarth With Canadian Agency

McConnell & Fergusson, London, Ontario, have added to their staff E. G. Hogarth, formerly advertising manager of the Ford Motor Company of Canada, Limited.

### Leith's Business Now His Own

The members of Associated Farm Papers have voted S. E. Leith, their Eastern advertising representative, full rights and title to the name "Associated Farm Papers" in the Eastern field, thus permitting him to do business under this title in the future, for his own personal benefit.

### Forge Company Will Advertise

The Charles H. Touzalin Agency, Inc., of Chicago, has secured the account of the John Obenberger Forge Company, of Milwaukee. Copy will be placed in an extensive list of automotive trade papers in an effort to reach the executives of manufacturing concerns interested in the purchase of forgings.

### Mail-Order Good in Canada

The Robert Simpson Company, Limited, Toronto, a leading Canadian mail-order house, announces net earnings for the year ending January 28, 1920, of \$1,986,343, compared with \$1,232,304 in the previous year.

### Wiers to Leave Larkin Co.

Chas. R. Wiers has resigned from the Larkin Co., Buffalo, N. Y., after serving for more than ten years as chief correspondent and assistant to the office manager. The resignation becomes effective May 15.

### W. W. Hubbard in Piano Advertising

Walter W. Hubbard, recently a member of the editorial staff of *The American City*, New York, has become advertising manager at Philadelphia of Ludwig & Company, piano manufacturers, New York.

### New Lubricating Oil Advertiser

The Crown Oil Co. Limited, of Winnipeg, a new advertiser in Western Canadian mediums, is using large space to advertise Pendol Lubricating Oil. The advertising is being placed direct.

### G. G. Rooker Makes a Change

G. G. Rooker, recently with the Toronto office of the *Grain Growers Guide*, Winnipeg, has been made advertising manager of the *United Farmers Guide*, Moncton, N. B.

*The Shun Pao* (Chinese Daily News) of Shanghai, China, has established representation in New York, through the office of the World Wide Advertising Corporation.

# The Gauge of Influence

Newspapers, like individuals, are judged by the company they keep

The Newspaper readers of Chicago are discerning readers.

It is a pertinent fact that more money is spent, every Sunday, for the Chicago Herald and Examiner, by the people of the city of Chicago, than is spent for any other Chicago newspaper.

Readers of the Chicago Herald and Examiner want the best and are willing to pay for it. This applies not only to their newspaper, but to everything they buy.

*John P. Dickson*  
General Manager



*The Gateway to the Chicago Market*

NEW YORK OFFICE:

Room 802, the Astor Trust Bldg.  
Telephone Vanderbilt 1739

DETROIT OFFICE:

Kresge Building  
Telephone Cherry 6618

## Overall Manufacturers Protest

**MAKERS** of overalls seem to be very generally united in protesting against the "Overall Club" movement. The Red Diamond Clothing Company, St. Louis, went into the newspapers while the idea was still at white heat, not only to block the promotion of the clubs, but also to appeal to the dealer not to raise his price. The schedule ran over a period of ten days, consisting of one full-page, an 800-line and a 400-line advertisement.

The message to the public in the page advertisements was, in part, as follows:

The "Overall Clubs" are shooting at the High Cost of Clothing, and hitting instead *The Man Who Must Wear Overalls Every Day*.

And here's the reason—You can't get away from the **LAW OF SUPPLY AND DEMAND**. It's an economic fact, and is not under the control of the manufacturer of overalls. The demand for overalls—even before this movement started—was far ahead of the supply.

Practically every manufacturer of overalls is months behind in his orders. Every suit of overalls which is bought and worn for a short time, and then hung up in a closet and not used—

Means one less suit of overalls available to the workingman—out of an already inadequate supply.

The price of overalls **MUST NOT** be forced up.

The "Overall Movement" will not lower the price of clothing. It is only a fad. It is not permanent. Moreover, it will result in raising the price of overalls to the working man.

To the dealer this was the message:

Do not be misled by the "Overall Movement." It is only temporary. The business resulting to you individually will not amount to a great deal.

The workingman is your real overall customer. He will be buying overalls long after this fad has died out. Serve him **FIRST**, and do not raise your prices to take advantage of a temporary situation.

Other manufacturers who attempted to discourage "fad-buying" of overalls were The Crown Overall Manufacturing Company, Cincinnati, and Sweet-Orr & Company, Inc., New York. The latter

concern, in full-page newspaper space, gave this advice:

We strongly recommend that those citizens of America whose work does not require them to wear overalls, *hesitate* before they deprive the working man of an article of clothing which he *must wear daily*.

The working-man—the man who needs overalls most—will be the one to suffer, should this economic warning be disregarded and this rash movement and the resulting depletion of stock be followed by its inevitable consequence—higher prices.

## Many Newspapers Increase Price

The New York *Evening Journal*, all the St. Louis daily newspapers, *Globe-Democrat*, *Times*, *Post-Dispatch*, and *Star*, and two Detroit newspapers, *News* and *Journal*, have raised their price to 3 cents.

The *Globe-Democrat* and the *Post-Dispatch* have raised the price of their Sunday editions to 10 cents. The *Evening Journal* is the first afternoon newspaper in Manhattan to sell for more than 2 cents since the *Evening Post* reduced its price from 3 cents to 2 cents.

Increased cost of material and advancing wages are given as the causes for these increases in price.

## F. J. Best Leaves Franklin Simon & Co.

Francis J. Best has resigned as advertising manager of Franklin Simon & Co., New York. He has made no announcement regarding his plans. Before joining Franklin Simon & Co. Mr. Best was advertising manager of R. H. Macy & Co., New York.

## William Henry Baker Succeeds Rogers-Baker

William Henry Baker, of The Rogers-Baker Company, Cleveland, will conduct the business in the future, as an individual and under his own name. Arthur C. Rogers, the founder of the agency, has retired from agency work.

## Todd Barton With Hancock Payne Agency

Todd Barton, for the last six years with the *Scientific American* and the *Review of Reviews*, New York, has been made executive manager of the New York office of the Hancock Payne Advertising Agency, Philadelphia.

## Miss DeVore With John W. Blake

Miss M. L. DeVore has joined the organization of John W. Blake, advertising, Yonkers, N. Y., as space buyer.

# WHEN 15,500 MERCHANTS BUY

When 15,500 merchants buy  
*hundreds of millions of dollars*  
flow toward those who supply  
this gigantic demand.

Year after year it goes on—  
*incessant and unceasing buy-*  
*ing.* For the market in which  
these merchants sell *must* be  
supplied.

Think of the 15,500 merchants  
who read the DRY GOODS MER-  
CHANTS TRADE JOURNAL as  
15,500 merchants who *buy!*

Think of their buying power  
as *your opportunity!*

## DRY GOODS MERCHANTS TRADE JOURNAL

*Merchants Trade Journal Inc.*

Des Moines, Iowa

1100 FURNITURE JOURNAL

HARDWARE MERCHANTS TRADE JOURNAL  
FURNITURE MERCHANTS TRADE JOURNAL

## Increased Facilities to Serve Old Clients— Room to Serve More

*An advertising agency builds and occupies its own six story building.*

*What does that mean to you as its present or prospective client?*



**D**IRECTLY little. Yet indirectly much. Winning ideas may flash in the din of a boiler plant, or the racket of a shipyard. But it is our experience that constructive thinking is best done in quiet, with the necessary conveniences and office organization to grease the wheels of thought.

And so our new building was designed and built with definite ideas of what the home of an advertising agency should be. It gives us room for the conveniences and facilities necessary to creative planning and thinking—room to surround our executives, account managers, merchandising investigators, writers and artists in quiet, that they may apply themselves without interruption or distraction to the marketing problems of our clients—room to back up their recognized selling ingenuity and advertising ability with an organization wise and skilled in the handling of advertising detail—room to house in comfort the expansion that is certain to continue.

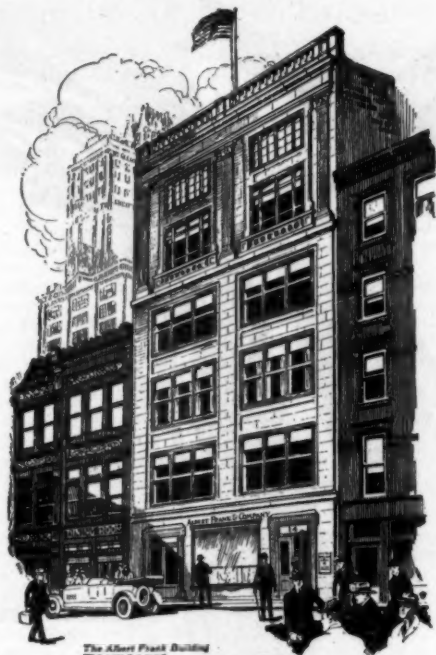
We shall be glad to have you stop in to inspect our new home, or to confer on the economic marketing of your commodity through modern merchandising and advertising methods.

Albert Frank & Company offer you over 48 years' corporate experience in advertising and merchandising, and several times that in the combined experience of the men who sit in conference. And with this wealth of experience and ripeness of growth, an organization youthful enough to dare the startling when the unusual will win the point.

Our New Phone Number is Bowling Green 2930

**ALBERT FRANK  
& COMPANY**  
ADVERTISING  
*Fourteen Stone Street*  
CHICAGO *New York* LONDON





The Albert Frank Building  
The new home of  
Albert Frank & Company  
24 Stone Street

Stone Street, one of the oldest and most historic streets in New York, runs from Whitehall Street opposite the Custom House to Hanover Square. Number Fourteen is half way between Broad and Whitehall Streets and opposite the Stone Street entrance to the Produce Exchange Building. The Whitehall Street station of the new B. R. T. Broadway Subway, is just a step from our door.

---

Our Chicago office also has felt the effect of the prosperity and success of the clients it serves.

On May 1st it became necessary to more than double the floor space and to make several additions to the staff.

Advertisers feeling the need of western connections will find Albert Frank & Company in Chicago fully equipped to render a complete agency service.

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## The Surface Cars.

Cover New York City most  
thoroughly and economically.

*Write for data and trade aid information.*

**NEW YORK CITY CAR ADVERTISING COMPANY**

JESSE WINBURN, PRESIDENT

225 Fifth Avenue

Tel. Madison Square 4680

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# Hearst Recommends Doubling of Advertising Rates to Save Paper

Reckless Use of Print Paper, Says William Randolph Hearst, Is Due to the Selfishness and Timidity of Publishers

HON. JAMES A. REED,  
Washington, D. C.

Dear Senator Reed: There are a number of things to be considered in connection with the shortage of print paper, or rather, to be more accurate, the increased consumption of print paper.

For there is just as much print paper produced per year to-day as there ever was; in fact, there is more produced. The difficulties of the newspapers are due to the fact that the demand for print paper is even greater than the increased production of print paper.

The situation, then, can only be solved by producing still more print paper to meet the increased demand or by curtailing consumption.

It is not possible immediately to increase to any great extent the production of print paper, but steps are being taken by many print paper manufacturers to enlarge their plants and even to establish new plants, so that in two or three years a very considerable percentage of increase in print paper will be available.

No special blame, therefore, can be laid on the print paper manufacturers. They are now producing more paper than they ever produced before and are planning to produce still more. The blame is entirely with the newspaper publishers, who are consuming paper, as a rule, quite recklessly and without good business judgment.

It would be possible for the newspaper publishers to curtail the consumption of print paper to a very considerable degree, say twenty or twenty-five per cent, without any injury to their papers, in fact, with a distinct benefit to their papers and to themselves.

In order to establish at the outset my sincerity in this matter

let me say that I am not going to recommend anything in this document to other publishers that I have not already put into successful operation myself.

Therefore the plans proposed are not theoretical or experimental, but are of proven practicality.

In the first place, the news columns of a newspaper can be very much condensed, with convenience to the reader and consequent advantage to the paper.

I have condensed my papers in this respect from twenty or twenty-five per cent at least with the approval of their readers as far as I have been able to determine.

Second, the advertising in a newspaper can be materially condensed by raising advertising rates to a point where the newspaper gets the same revenue from lesser space.

Third, circulation growth can be restricted by raising circulation rates.

And certainly it is no hardship on the publisher to do these things, nor is it any hardship upon the readers and advertisers.

The newspaper is one of the most valuable articles in a community, and still, despite its actual and obvious value, it sells both its circulation and its advertising at a ridiculously low rate in comparison with its value.

According to Government reports, the value of the dollar has depreciated one-half. Consequently, when a newspaper doubles its circulation rates and doubles its advertising rates, it is not charging any more in actual money value than it formerly did before the dollar depreciated.

In fact, the fundamental difficulty with newspaper recklessness in the use of print paper is the fact that the publishers are conducting their newspapers on the

basis of the cheap print paper and the dear dollar which formerly existed instead of on the basis of the dear print paper and the cheap dollar which exists to-day.

Publishers in other countries are not so reckless. The London papers are quite as successful as our American papers, financially at least, but still the London papers' publishers print papers that are one-half the size or one-third the size or even one-quarter the size of ours.

The readers of these papers are just as well satisfied as if they had larger papers, and the publishers are content, because it is not the area of advertising that counts or the area of news space; it is the income from circulation and advertising that is essential to business success. Reports in most of our American publishers' offices are made on a comparative number of columns of advertising in their competitors' papers.

But what is more important from a business point of view of the object of your committee's investigation—the curtailment of print paper—is the number of dollars for each advertising column in their papers and in their competitors' papers.

Limitation of advertising and restriction of circulation through increases in price is certainly not profiteering, as long as those increases merely keep pace with the increased costs of raw material, the increased costs of labor, the increased profits which the small dealers and the distributors justly demand, and the decreased value of the dollar.

In accomplishing the condensation of news and advertising space, the raise of rates and curtailment of print paper consumption, it is advisable for the newspapers to move with a certain spirit of co-operation.

If all the papers everywhere should proceed in this co-operative manner, total curtailment of print paper consumption of say 20 or 25 per cent would result and would absolutely solve the present problem of print paper shortage.

But while co-operation is desir-

able for complete success in this direction, it is not absolutely essential.

For instance, in New York I have cut down the size of my Sunday paper to thirty-six pages in the earlier or mail editions, and to seventy-two pages in the latest city editions. This is a curtailment of about 30 per cent in print paper consumption.

I have also raised the price of my Sunday paper at the same time from five cents to ten cents, which is in direct proportion to the decrease in the value of the dollar.

The other leading New York newspapers still print more than a hundred pages every Sunday, sometimes as high as 120 pages.

And the absurd part of all this reckless consumption of print paper is that these enormously big papers apparently do not please the reader; for the circulation of these 100-page and 120-page papers is only about half the circulation of my 72-page New York Sunday *American*.

When people go to the theatre, they ask what is the best play, and not which is the longest play.

When they go to church, they ask who preaches the best sermon, and not who preaches the longest sermon.

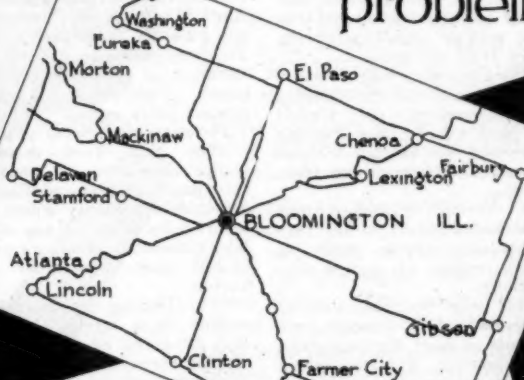
And when people buy a newspaper, they ask what is the best paper and not what is the biggest paper.

It is just as bad for a newspaper to consume too much print paper, as it is for an individual to consume too much food. And it is almost as wicked for certain papers to use more print paper than is needed when other papers are compelled to suspend publication for lack of print paper, as it would be for an individual to gorge himself with food when he knows that his neighbor is starving for the lack of it.

The reckless use of print paper, therefore, is due to selfishness and timidity, which is unjustified and unjustifiable. It is not good business, and it is not good ethics. Assuredly, it is not good journalism.

In conclusion let me say that I

**PICK**  
any territory in the United  
States and tell us your sales  
problems



We'll  
tell you the way  
to solve them -  
Ask us

**INTERSTATE  
HIGHWAYS SERVICE CO**

DENFORD BRUMBAUGH-PRESIDENT  
1403-09 W CONGRESS ST  
CHICAGO

believe the force of circumstances will compel publishers to get on the new basis of dear print paper and the cheap dollar.

And the tendency through the United States is very strongly, at the present moment, in the direction of higher rates and less paper consumption.

But if Congress should see fit to take definite action to hasten this development, I would recommend that they first take an average of the size of daily papers throughout the United States, and not allow one paper to exceed that average without penalty of being excluded from the mails.

Let Congress then take an average of the size of the Sunday papers throughout the United States, and not let any Sunday paper exceed that average without being penalized by exclusion from the mails.

Then, having established that average for all papers, if any further reduction of consumption is necessary, reduce all papers proportionately.

In this way the conscientious publisher who had already done his utmost to meet the necessities of the situation, and to curtail consumption of print paper and to reduce the size of his paper to the minimum, would not be punished for having been a considerate newspaperman and a conscientious citizen.

The first step of Congress under this proposal would be to reduce all papers practically to an equal basis, and then make such further reductions in print paper consumption as might be necessary to meet the print paper shortage.

My personal opinion is that the need for Congressional action has passed, and that the better sense of the publishers throughout the country is beginning to assert itself.

The price of paper is so high that it is compelling the increase of rates and curtailment of consumption, which is the cure.

And the publishers are slowly learning that this curtailment of

consumption is not a hardship and a handicap, but a distinct advantage.

Respectfully,

WILLIAM RANDOLPH HEARST.

## New York Newspapers Knock Out Free Automobile Publicity

THE New York newspapers, members of the New York Publishers Association, agreed on April 28 to eliminate free automobile publicity from their columns. This step comes as a result of the agitation of the American Newspaper Publishers Association against press agents' publicity.

The agreement reads as follows: "The New York newspapers pledge themselves to omit from their pages, all text and illustration automobile publicity which makes mention by name of any automobile, automobile accessory or automobile manufacturer or dealer, saving

"(1) During the annual automobile show weeks, descriptions may be given of new models on display, provided that not more than one such description shall be given of the models of any manufacturer during an automobile show week.

"(2) Articles may be run about races between and tests of automobiles when three or more different makes of cars compete, being entered in such races or tests by different manufacturing companies or their representatives."

## To Advertise Worsteds

A consumer advertising campaign of worsted fabric is to be undertaken by the French River Textile Company, Mechanicsville, Conn., through The Calloway Associates, Inc., of Boston. Rotogravure newspaper sections will be used, to be followed by magazine space.

## New Accounts With Brooks Agency

The advertising accounts of the Motor Motor Car Company, Columbus, O., and of the W. R. Pickering Lumber Company, Kansas City, Mo., have been put in the hands of Robert H. Brooks, advertising agency, Chicago.



99.9%

34.6%

81.5%

98%

# What the South Produced

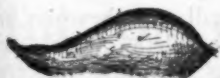
## 6½ Billions Worth of Farm Products



99.9% of the Peanuts

34.6% of Total Value  
of Corn Crop

81.5% of the Tobacco



92% of the Sweet Potatoes

Why is the South buying such enormous quantities of goods? Why are the hotels packed with traveling salesmen?

Simply because the South has the money to satisfy her accumulated wants.

The total crop values of the U. S. in 1919 were about 15½ billion dollars. About 6½ billion, or 41.5%, was produced by fifteen Southern States.

Of the corn crop of the U. S. valued at \$3,934,234,000, \$1,364,568,000 came from the fifteen Southern States.

Practically all the cotton, 81½% of the tobacco, 99.9% of the peanuts, 75% of the rice, 92% of the sweet potatoes, all of the cane sugar came from these fifteen States. They constitute almost half of the agricultural market.

Make them know your products through the columns of *The Progressive Farmer*—the Southern agricultural weekly of largest circulation and the paper the leaders read.



L. A. NIVEN, Advertising Manager

Home Office: Birmingham, Alabama

Raleigh, N. C. Memphis, Tenn. Dallas, Texas

R. B. FARRIS, Director of Advertising

708 Keener Building, Chicago, Ill.

STANDARD FARM PAPERS, INC. WALLACE C. RICHARDSON, INC.

Western Representative Eastern Representative  
Conway Building, Chicago, Ill. 381 Fourth Av., New York, N. Y.

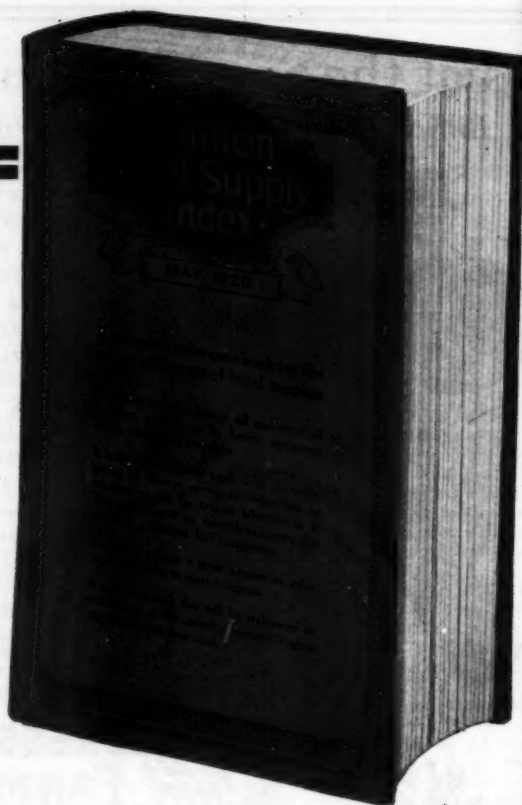


98.7% of the Cotton



75.4% of the Rice





**T**HE CHILTON HOTEL SUPPLY INDEX will list all known manufacturers of hotel supplies, regardless of whether or not they advertise in the publication. As it is the only hotel supply publication that does this in a *national* way it will be so valuable to buyers of hotel supplies that it will be a constant desk companion.

A publication which buyers will consult when in need of supplies, because it is complete, is the one that should carry the advertising of those makers

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## The Only Complete National Hotel Supply Directory

who wish to reach the buyers at the very time when they are in the market for goods.

That is the reason *your* advertising should be in the CLINTON HOTEL SUPPLY INDEX.

The circulation of the Index is guaranteed to be 30,000 annually, divided between two issues. It will reach buyers in every hotel of 60 or more rooms, managers of apartment hotels, large restaurants and cafeterias, dining car superintendents, purchasing agents for steamship companies, architects specializing in hotel construction, etc.,—in brief, all the worth-while quantity buyers of *your* kind of hotel supplies.

Annual advertisers in the Index will be entitled to the free use of our List of Buyers, containing the names of many thousands of buyers, such as owners, managers, purchasing agents, stewards, chefs, etc. This will be supplemented by frequent bulletins giving additions and corrections. This is an invaluable feature.

*Send for dummy of Index and sample pages of the List of Buyers*

**CHILTON COMPANY, Publishers**  
Market and 49th Streets                      Philadelphia

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# Striking the Right Note

*"If an American firm has an agent in England who is thoroughly efficient and entirely familiar with British trading and with the psychology of the British public and who fully understands his competition in the market, he is unquestionably the man to arrange an advertising policy and to determine how and by whom it should be carried out."*

C. S. WINANS,  
American Consul in London.  
("Fourth Estate")

**W**E as British agents can sound the national note for you—having a trained and natural "ear" for the music of the British Markets.

Our service is the most efficiently organized and equipped in the country to handle a campaign from start to success—to analyze a proposition and to deal with it from the standpoint of merchandising and selling. We are prepared to demonstrate the many business building campaigns which we have conducted for important British concerns.

Consult us about your British Advertising and enlist our services to carry *your* plans into resultful effect.

## W. S. CRAWFORD, Ltd.

Advertising Agents and Consultants

CRAVEN HOUSE—KINGSWAY  
LONDON, W C 2.—ENGLAND

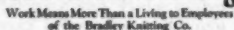
*Mr. W. S. Crawford, who will sail for New York May 15, will be glad to consult with American Manufacturers regarding British marketing conditions. Address him care Printers' Ink.*

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### The Full-Page Want Advertisement Becoming Increasingly Popular

In many cases, notably at the Wright Martin aircraft plant during the war, it was found a different kind of selling appeal at the start would, automatically, secure a different type of worker.

The full-page want ad has come to play an important part in this



**How to Become a Member of**

### Our Happy Family



GIRLS WHO ANSWER THIS ADVERTISEMENT MUST SURELY  
HAVE ASPIRATIONS BEYOND A MERE LIVING

A notable example of this new kind of advertising to help solve a modern problem is the full-page copy now being run by the Bradley Knitting Company. This concern is engaged in the prob-

lem of selling a place to work, which is more than a living, to ambitious young women. The kind of girl who changes her position at the promise of a few cents more an hour is not the kind wanted and not the kind appealed to in the copy which has been running in Chicago newspapers. The cities are full of young women, says the advertisement, obliged to earn their way far from relatives and friends. Many of them, owing to the crowded conditions of cities, are forced to board or lodge in dreary, cramped rooms among unsocial strangers. Life under such conditions is surely all work and no play.

It was this condition which led the company to plan Bradley Hall. "We wanted the young women who came from a distance to work in the Bradley Mills to get 'more than a living' from their labor," says the copy. "We wanted them to be surrounded by the happiness and comfort which one associates with a genuinely successful career."

It then points out that a young woman coming to the Bradley factories is enabled to choose the kind of work that she can do and likes to do. It is shown that the kind of work one likes to do is the sort in which one will progress faster. "To the ambitious girl," it continues, "who is now working in uncongenial surroundings, or to the girl just starting out in business life, we offer the beginning of a career—and a pleasant, congenial, social life in the meantime. Do not put off writing for our booklet describing life at Bradley Hall in detail, with photographs and views of the work and the pretty things you will help us make."

Then, just as in the case of the Lowney help-wanted advertising and that of many other concerns, the copy is signed by Miss Margaret Ruth Johnson, of Bradley Hall, Delavan, Wisconsin.

Life at Bradley Hall is described in interesting terms. "In some ways," it says, "Bradley Hall offers even more than many homes. It is a beautiful, modern

building, elegantly furnished and contains every modern convenience. The big living-room, with its easy chairs, secluded corners, piano and talking machine, is the social centre. The bedrooms at Bradley Hall are all that a girl could wish for—bright, roomy and comfortable, with pretty twin beds, soft mattresses and pillows, and plenty of clean bedding. The dining-room at Bradley Hall is arranged in cafeteria style, so that each girl may select the kind and quantity of food which she likes best. The meals are very, very good—and are furnished at cost. Your money goes far at Bradley Hall, and you will find it possible to save a tidy nest egg."

The Bradley company is thus definitely going out to sell the quality factors which surround its manufacture to the kind of workers it wants. In this way, it assures itself of a list of people to choose from, who will make the kind of workers to stay in one place, and who will start in their work with a definite picture of the company in their mind. If the job meets expectations, it is a safe supposition that labor turnover will be greatly decreased. The full-page want ad is helping to solve one of the biggest problems in American industry to-day.

#### G. S. Mandell, President, Boston Transcript Co.

George S. Mandell has been elected president of the Boston Transcript Company, publisher of the *Evening Transcript*, to fill the position held by his father, the late Samuel P. Mandell. L. M. Hammond was elected treasurer and business manager, and George E. Stephenson was elected assistant treasurer and a director of the company. Mr. Stephenson is the great grandson of Henry W. Dutton, the founder of the paper.

#### S. W. Meek, Secretary Hoyt's Service, Inc.

Samuel W. Meek has been elected secretary of Hoyt's Service, Inc., New York. Mr. Meek has been assistant to Charles W. Hoyt, president, for the last year. During the war Mr. Meek had the rank of Captain in the Marine Corps.

# The Vital Spark

—the supremely important thing in life is Religion. Whether men be Christian, Hebrew or Pagan, there is in nearly all a genuine seeking after the Divine. No printed word, aside from Scripture, so comprehensively meets this supreme need of humanity as does the Religious Press. No other class of periodicals represents the supreme respect, the good will, the confidence of America's most desirable citizens as does the Religious Press.

# The Religious Press

of today is stronger, better equipped to deliver a worth-while message for worth-while products into worth-while homes than in the years when, almost single handed, it created an American market for the leading American products merchandised through national advertising.

*For information address the Secretary  
of the Religious Press Department  
A. A. C. of W.*

47 East 25th Street, New York.

Who are the 20,000 most progressive hardware retailers in this country?

We do not presume to say, nor do we presume to tell you that these progressive dealers should be cultivated—and the rest ignored.

The advertiser who accepts an arbitrary classification and ignores three dealers out of every five, is doing so at his own expense.

You never can tell—factories have been known to thrive on what their competitors have overlooked. Good Hardware overlooks no one. It reaches almost every hardware dealer.

Just to be sure, why not cultivate the entire field, and take no chances?

## GOOD HARDWARE

W. LINFORD SMITH, Publisher  
PITTSBURGH, PA.

MERWIN B. MASSOL, Business Manager, Pittsburgh, Pa.

FRANK C. THOMAS, Eastern Manager, 116 West 39th Street, New York  
W. B. CONANT, Western Manager, State-Lake Building, Chicago  
A. D. MCKINNEY, Southern Manager, Post Dispatch Building, St. Louis

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## Business Press Takes Action on Funda- mental Problems

Passes Resolutions on Taxation, Pulp Wood Importation, Postal Matters, Labor, Advertising Tax and Need of Greater Production, at U. S. Chamber of Commerce Convention

THE business press of America, meeting as one of the eleven basic groups of industries at last week's convention of the Chamber of Commerce of the United States, made clear its position in regard to questions generally affecting the productive ability of the country. Six resolutions covering the following questions were adopted: (1) Regarding the methods of determining capitalization for purposes of Federal taxation; (2) regarding the embargo placed on exportation of pulp wood to the United States from certain Canadian provinces; (3) regarding postal rates and functions; (4) regarding the control of selling prices by labor organizations; (5) regarding the dangers of a tax on advertising; and (6) regarding the attitude of the business press on the subject of greater production.

This meeting of the business press attended not only by publishers of trade and technical publications, but also by newspaper and agricultural paper publishers may be taken as a truly representative one, according to Jesse H. Neal, executive secretary of The Associated Business Papers, Inc.

The resolutions adopted at this meeting are as follows:

(1) Regarding methods of determining capitalization for purposes of Federal taxation:

Since the methods of determining capital value for the purposes of Federal taxation are unfair to many industries through a failure of the revenue law and tax regulations to allow due credit for so-called intangible values, such as established reputations of publications and advertised trade names, the value of which is clearly demonstrated by earning capacity,

*Resolved*, That we recommend such

revision of the existing revenue laws as will permit a fair allowance for the very real but so-called intangible values generally classed under the term good will.

(2) Regarding the embargo placed on exportation of pulp wood to the United States from certain Canadian provinces:

Since the embargo placed on the exportation of pulp wood from Crown lands by certain of the Canadian provinces works a great hardship on the American paper and publishing industries and, since the government of the United States does not seek to withhold from Canada other essential products that are used by the Canadian manufacturers in the manufacture of paper,

*Resolved*, That we favor the Underwood bill, now before Congress, which provides for a commission to discuss these conditions with a view of removing this most important obstacle to a reduction in the present dangerous paper prices which are threatening the existence of thousands of our daily newspapers, periodicals, and which impose particularly heavy burdens upon small but important publications.

(3) Regarding postal rates and functions:

Since the post office department of our Government exists for the economical dissemination of information of all kinds to the people of the United States wherever located, and is not intended as a profit-making institution,

And since the very existence of a democratic government requires strong publications, and since we possess publications which have become necessary adjuncts of our present social and industrial system,

And since the publications of the country have been heavily handicapped by unfair and burdensome postal rates,

*Resolved*, That we disapprove of any further advances in postal rates on second class matter which are calculated to restrict the field of its usefulness, obstruct the national highways of intelligence, and deprive the people of essential reading matter, and that we favor the adoption of the Fess bill, now before the House of Representatives, which calls for a thorough investigation of costs and postal policies before any further increases are made in second class rates.

(4) Regarding the control of selling prices by labor organizations:

Since certain labor organizations have compelled the signing of agreements by their employers according to them the right to fix the selling prices of the goods on which they work, and since these labor organizations are now freely exercising such price control; and further, since attempts have been made to have state legislatures pass laws to legalize the control of selling prices of merchandise by the labor which produces it, and since this would completely usurp the economic function of manufacturer and distributor, and render the consumer powerless to exercise any voice in the prices of merchandise,

*Resolved*, That we deplore these un-democratic and uneconomic efforts and

recommend that we oppose all movements in the direction specified and that we make every legitimate endeavor to bring about a readjustment of these conditions wherever they now exist.

(5) Regarding the dangers of a tax on advertising:

Since advertising has come to be recognized as an economic force, since it is a sales instrumentality which cuts the cost of distribution of essential raw materials and manufactured goods, since it stabilizes production through giving assurance of regular demand, since advertising is simply a form of mass marketing as opposed to individual selling, and since in the last analysis advertising is not a finished product but the means by which taxable wealth is created,

*Resolved*, That we disapprove of any measure which proposed to tax advertising, just as strongly as we would oppose the special taxation of seed wheat, fruit trees or a workman's tools, believing that the interests of government and of industry will be more wisely served by taxing the products of labor, selling and advertising, rather than the processes by which taxable wealth is created.

(6) Regarding the attitude of the business press on the subject of greater production:

*Resolved*, That the business press regards it as their duty and privilege to co-operate with every effort which has for its purpose the increase of production by essential industries; that it should advocate the curtailment of expenditures for luxuries and the adoption of a work-more and save-more policy so that money and credit may become available for the extension of the essential industries, particularly for the adequate equipment of our railroads to meet the transportation requirements of the country;

*Resolved further*, That the business press should intensify its efforts to bring about united action, the adoption of improved processes, progressive methods, and the most enlightened course with reference to the human factors in industry.

### Phoenix Knitting Works Appoints Agency

Glen Buck—Advertising, Chicago, will hereafter handle the advertising of the Phoenix Knitting Works, Milwaukee. An extensive newspaper campaign for Phoenix hosiery will be inaugurated at once, to be followed with programmes in national mediums.

### Winn Radio Company to Advertise

The advertising account of the Winn Radio & Electric Manufacturing Company, of Chicago, has been secured by the Kirtland-Engel Company of that city. Advertising in trade papers and boys' magazines will be inaugurated soon.

### Proposes Sectional Club Association in East

A plan for a sectional meeting of advertising clubs located in Boston, New York, Philadelphia, Baltimore and Washington, with possible delegates from the cities in between, such as Hartford, Providence, New Haven, Newark, Elizabeth, Lancaster, Reading, etc., was brought forward by Rowe Stewart, advertising manager of the Philadelphia Record, in an address before the New York Advertising Club on April 28.

Mr Stewart, who is also a vice-president of the Associated Advertising Clubs of the World, has given PRINTERS' INK the following information regarding his plan:

"This meeting is to be very much in the nature of the Pacific Coast Ad Men's Convention and to be held some time next fall in Philadelphia in, say, a two-day session, at which time the ablest advertising men in these cities mentioned would discuss the immediate problems affecting advertising.

"It seems to me that in this territory are a great many of the biggest and most constructive managers and agencies, as well as many of the big periodicals, newspapers and representatives of all other branches of advertising, and such a meeting would be bound to have a good effect.

"Of course, this meeting is not to interfere in any way with the annual convention of the Associated Advertising Clubs of the World, but rather help it by acquainting advertising men of the country with the importance of advertising club work, as well as the other matters outlined."

### Henry Lindenmeyr & Sons Incorporated

Henry Lindenmeyr & Sons, paper, New York, formerly conducted as a partnership, have incorporated, under the laws of the State of New York, with an authorized capital stock of \$1,600,000. The officers are: President, Gustave Lindenmeyr; vice-presidents, Walter H. Stuart and Joseph H. McCormick; secretary, Kenneth C. Kirtland; treasurer and general manager, Fritz Lindenmeyr. These five officers also compose the board of directors.

### Halsey Stuart Campaign Placed by Frank Agency

A national magazine campaign for Halsey, Stuart & Co., investment bankers, Chicago, is now being placed through Albert Frank & Company, New York.

### Lee Mohr With New York "News"

Lee Mohr, who has been a member of the advertising staff of the Chicago Tribune, is now with the advertising staff of the New York News.



Ninety per cent of the effort of this Company is earnestly devoted to the service of our clients.

Ten per cent is devoted to the development of new business.

That is why you so seldom see one of our representatives unless you are a client.

Also—that is why we so seldom lose an account once it is entrusted to our care.

The  
Power, Alexander & Jenkins Company

Advertising

MADISON THEATRE BUILDING, DETROIT

DAYTON OFFICE:

706-710 Dayton Savings and  
Trust Bldg.



"Sulphur and Molasses"—the old-fashioned spring tonic, probably originated in the Southwest; anyway, Louisiana and Texas produce both ingredients in abundance.

The working of these remarkable deposits of practically pure sulphur, which yield half the world's sulphur supply, is an example of modern engineering achievement. At one of these mines, 10,000 boiler horse power behind the pumps shown above, using water of 325 degrees heat and at a pressure of 300 pounds per square inch, daily lifts 1000 tons of 97% pure sulphur from an average depth of 1000 feet.

The power plant engineers and superintendents in this and other industries in the South are the men who regard *SOUTHERN ENGINEER* as "our own engineering journal."

It has several times more circulation in the South than any other power plant paper; it pays particular attention to the power requirements of Southern industries; it has the confidence of its readers; it therefore can serve you most effectively in reaching the South's power plant field. 20,000 A.B.C. proven circulation.

## W. R. C. SMITH PUBLISHING COMPANY

Members A.B.C. & A.B.P.

Atlanta, Ga.

Publishers of Southern Engineer, Cotton and Southern Hardware and Implement Journal

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# A Big Store Goes into House-Building

Harrods, of London, Gets Valuable Advertising from Its Offer to Build and Equip Fifty "Labor-saving" Houses

IN England the shortage of houses is perhaps a degree worse than in the United States and furnishes a no less popular subject of conversation. There is at the same time an acute shortage of servants, so that even the man who is lucky enough to own his own home cannot always enjoy its full benefits.

Recognizing the advertising possibilities in this situation, the London *Daily Mail* recently offered prizes for the best plans of a moderately expensive house that would not only be handsome and comfortable but that could be "run" with the least expense. An architect was the winner of the first prize.

Recognizing, in turn, the advertising possibilities of the winning plan, Harrods, the London department store, promptly bought the rights to it and also acquired the services of the architect.

Harrods then inserted one advertisement in the *Daily Mail* offering to build and completely equip fifty of these houses anywhere in Britain for the first fifty purchasers. It published a four-page folder describing the offer and enclosed it with each copy of "Harrods News," the combined booklet and miniature catalogue which the big store distributes each week to the extent of 30,000 copies. A model of the house ten feet long and six feet high was placed on view at the Ideal Home Exhibition at Olympia and later in the stores.

More than 750 inquiries were received in the first mail and all fifty houses were sold in a week. The entire "stunt" attracted wide attention and resulted in much valuable publicity for the Harrod organization.

Under the Harrod plan the purchaser was relieved of all de-

tails, even to such matters as water supply, lighting and heating. The store offered to find the site if necessary, erect the house, and equip it with every comfort and necessity required, furnishing estimates for such additional conveniences.

"The Labor-Saving House," as it was called, was advertised as designed to cost roughly about £4,000, normally about \$20,000 in U. S. currency. The plans called for a dining-room, drawing-room, study, kitchen and maid's room. There is also a roomy hall, and on the second floor are five large bedrooms.

## APPEAL WAS IN LABOR-SAVING DEVICES

All dust-collecting corners are eliminated, angles being rounded and moldings cut down to the minimum. Walls, floors, ceilings, doors, and windows can be easily cleaned. Appliances for heating, cooking and washing being all enameled, the necessity of much metal polishing is done away with. The floors are guaranteed damp-proof and silent.

It being a house especially intended to save labor, particular attention has been paid to the kitchen. A trade delivery hatch enables orders to be given and goods received without the necessity of even ringing a bell. The whole kitchen equipment is fixed on brackets or stands on ball-bearing castors, thus facilitating the cleansing of the floors. The kitchen cabinet is enclosed by folding doors or a roller shutter. A movable cooking table with enameled top is provided instead of the sliding table top. The larder is fitted with removable glass shelves and a built-in food safe which is water jacketed by an arrangement which permits circulation of the entire cold

water supply of the house, thus dispensing with the problem of those houses which have no convenient ice supply. All the shelves in the pantry or storehouse are adjustable and are made of enameled steel.

One anthracite furnace heats the whole house and provides hot water, besides consuming rubbish. Radiators are installed in recesses in all rooms and are hung on hinges so that they may be swung out from the walls, thus permitting the use of brush and broom behind them.

Guarantees were offered that no work would be farmed out or sub-contracted, all the necessary workmen coming from Harrods own organization.

The principal appeal to the buyer lay in the fact that such a house might require only one or two servants against the usual three, four or five, and that the possible saving in wages thus paid out for servant hire would soon pay for the place.

## How Retailers Can Help Increase Production

**T**HE function of the retailer in the scheme of merchandise distribution is two sided. In the first place, he is a purchaser of merchandise from many sources and of many kinds, and in the second place he is a distributor of this merchandise to many people. The retail distributor is as essential to the manufacturer as the veins are to the arteries. Except as the veins carry the blood to the remotest part of the system the arteries would be ineffectual and soon become clogged. In the same way the manufacturer and retailer must operate in harmony.

The manufacturer can stimulate the flow of merchandise in a number of ways: First, by producing a meritorious product which will get acceptance when it is presented to the consumer by the retailer; second, by placing intelligently before the retailer and

jobber his wares through printed and spoken salesmanship; third, by studying the requirements of the retailer so the goods will be properly priced to enable the retailer to make a reasonable profit. Many manufacturers think only of the producing problems and overlook the requirements of distribution.

The retailer, on his part, can aid increased production, especially in times like these: First, by being satisfied with a moderate profit so he may turn goods over rapidly; second, by giving preference to medium grade merchandise which will serve the customer's needs and not lead to extravagance and high living costs; third, by holding down the amount of unnecessary service and reducing expenses so the consumer's dollar will buy the greatest possible amount; fourth, by studying the particular points of his merchandise and seeing that his sales people inform themselves so that they can present the goods intelligently.

This co-operation of the retailer is possible only where the manufacturer enables him and his assistants to get most readily a knowledge of the particular features of the merchandise, which can be easily presented in the printed and spoken salesmanship of the manufacturer and by the educational material which can be included in the packaging.—A. C. Pearson, vice-president and general manager of *Dry Goods Economist*, New York, in an address before the annual convention of the Chamber of Commerce of the United States.

## Appointment by McGraw-Hill

Maurice A. Williamson has been appointed Philadelphia representative for *Chemical & Metallurgical Engineering*, New York. He has been connected with the Norton Company, Worcester, Mass., and was previously engaged in advertising work.

## Will Conduct Silo Account

The advertising agency of Campbell, Blood & Trump, Detroit, has secured the advertising account of the McClure Company, of Saginaw, Mich., manufacturer of silos.





## SUGGESTING THE ORIENT In Advertising

Illustration can suggest the Orient.

Lettering can suggest the Orient.

This page proves it.

But print this page on a Strathmore Paper whose texture, color and weight likewise suggest the Orient, and the Oriental atmosphere is greatly strengthened and lastingly impressed upon the mind.

Let us send you a proof of this page printed on Strathmore Alexandra Japan Paper for comparison.

We will also send you our "Expressive Advertising" Series, demonstrating how Strathmore Papers suggest Craftsmanship, Luxuriousness, Strength, DIGNITY and other ideas in the printed matter of various commodities. Write for these folders today. Strathmore Paper Company, Milneague, Mass., U.S.A.

## STRATHMORE EXPRESSIVE PAPERS



## THE PAPER SHORTAGE

has made it difficult for many to complete their advertising campaigns as planned, and magazines and newspapers are now often compelled to omit pages of advertising matter that would otherwise be published. One cannot afford, however, to curtail their advertising on this account.

Chairman Oliver of the Federal Trade Commission says: "Discontinuance or even sharp curtailment of advertising because of temporary conditions would seem to imperil the most valuable asset that any business has—namely, its good-will."

## OUR PREMIUM SERVICE TAKES CARE OF THIS SITUATION

All advertising plans are good, but at this time Premium Advertising is particularly advantageous. In the first place, the paper shortage is not a factor to be considered. In the second place, there is nothing like Premiums to obtain and retain the good-will of the consumer, which, after all, is the purpose of all advertising. In the third place, a large portion of the cost of a Premium Campaign started now will not have to be met for at least two years or more, during which interval it will be getting in its work with telling effect.

### CONSIDER THESE FACTS

No stock to carry. No detail to worry over. No investment for premiums. You pay after the sale has been made.

### WE SERVE SUCH FIRMS AS:

The Nestles Food Company	Foulds Milling Company
Lever Brothers Company	Federal Snap Fastener Corp.
The J. B. Williams Co.	Sheffield Condensed Milk Co.

*If you have a trade-mark product, write or phone*

## THE PREMIUM SERVICE COMPANY

50 and 52 Franklin Street, New York, N. Y.

ESTEN W. PORTER, President and General Manager

F. W. HUTCHINSON, Sales Manager

Telephones—Franklin 1130-1131

# Why Do Some Trade Associations Fail?

Advertising Campaigns That Have Fizzled; What Was Wrong?

By C. H. Rohrbach and John Allen Murphy

**W**HY do some associations fail? Many of them do, you know. But isn't that to be expected? Any organized activity of the size and importance of the association movement is bound to have a number of failures attached to it.

But we are not looking for alibis. The question is, why do they fail? No single explanation will suffice. Just as when a business goes under, it is hard to trace the collapse to any specific cause, so also when an association stops functioning, it is difficult to put your hand on any one thing as having occasioned the demise.

It will, therefore, be usually found when an association fails that a number of factors contributed to the failure. Prominent, however, among the diseases mentioned in association obituary notices will be priceitis. As its root indicates, this is a commercial malady that is due to the paying of too much attention to price. Those gentlemen down Washington way who are blaming trade associations for the high prices now troubling the world should take notice of the fact that successful associations know that priceitis is usually a fatal disease. They know that an association that makes price its principal business is treading on dangerous ground. An association that attempts to control an industry's prices will sooner or later get itself into trouble. This is proved by the fact that one after another of the associations that were organized principally to boost prices has met with disaster. In the neighborhood of twelve or fifteen manufacturers' associations have been dissolved or fined by the Department of Justice for co-operative price work that was contrary to law, although some have been since reorganized and

are operating along different lines.

But there are hundreds of successful associations in existence to-day, and the reason they are successful is because they are too busy with other matters to pay much attention to prices. Among these may be included the "open price" associations that deal with prices in a legitimate way. These will be discussed in a later article.

To illustrate a case where priceitis ran its full, deadly course let us tell the story of a manufacturers' competitive trade association in a branch of the metal industries. For obvious reasons, very few names will be mentioned in this article, although it is our policy to do so whenever possible throughout this entire series.

## DOUBLE-CROSSING LED TO DISASTER

The early career of this association began back in the nineties, when pig iron was selling under ten dollars a ton, and the puddling rate fluctuated in the neighborhood of three dollars, and wage reductions were of frequent occurrence.

The general manager would come back from an association meeting and inform his associates that the meeting had agreed to raise prices 5 per cent. Then the sales manager got busy and wired every jobber and dealer in the country who was big enough to buy in car lots, announcing the new price scale, and asking how many carloads the jobber or dealer wished to be protected for at the old discounts. It was a great way of stimulating business.

Needless to say the new price schedule was only nominally in effect, and it wasn't long before some aggressive jobber broke through with a tempting offer of a particularly large order, and got an extra two and a half be-

## Keeping Up With The Times

### A FACT A WEEK

There are four daily newspapers in Washington — two evening and two morning.

You can cover the Washington field with The Washington Times and one other Washington newspaper. You can not cover it without The Washington Times.

Local advertisers recognize this fact.

**The Washington Times**

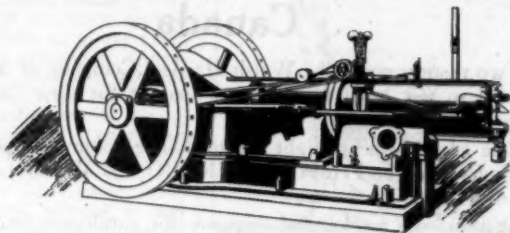
WASHINGTON, D. C.

yond even the old scale. Then one day some one refused to co-operate in another effort to boost the prices. A fight began over some flagrant violation of the price agreement, and the association broke up.

Some years later a few enterprising spirits succeeded in getting the crowd together again, but that it was foredoomed to failure may be seen from the character of the resolutions passed at its meetings, of which there were only three or four. "Resolved, that we advance prices ten per cent." "Resolved, that we stand or fall by these prices, and do not let the trade whipsaw us into making any concessions."

Five or six years ago, this group again organized under the leadership of a man with modern ideas of the functions of a trade association. He showed them the folly of price agreements, their unsoundness from an economic standpoint, aside from their illegality, and instructed them in business economics. He got them to work on standardization problems, eliminating the poorly selling sizes, investigating the possibilities of co-operatively enlarging their market and other co-operative efforts of a similar nature. On this basis the association is still enjoying the enthusiastic support of its members. This incident is a typical one, and could be duplicated in numerous cases that our readers are doubtless familiar with.

Contrast the business policy of these men with that of the men at the head of the United States Steel Corporation. For months when there was almost a runaway market, with fancy premiums being offered for many classes of steel products, the Steel Corporation consistently held to the prices that were established early last year by the Government's Industrial Board. Why did the men who control the policies of the Steel Corporation fail to take advantage of these opportunities to make tremendous profits? Why were they not governed by the law of supply and demand, as in so many other industries that we



**Wanted:**

## **A Manufacturer of Gas or Oil Engines**

who has the vision to see that a comprehensive advertising campaign, planned and executed in co-operation with technical advertising experts thoroughly familiar with the field, will broaden his present markets, vitalize his potential markets, and enable him to dominate both.

To such a manufacturer the Technical Department of Hanff-Metzger, Incorporated, offers a service unsurpassed in the advertising profession.

As recently expanded under the direction of Francis Juraschek, an engineering specialist with a broad background of advertising experience along technical lines, this Technical Department is peculiarly well qualified to examine and report upon market conditions, formulate adequate advertising policies, write forceful, convincing copy, and place it in media selected on the basis of honest, unprejudiced circulation analysis.

A letter addressed to the undersigned may possibly open the way to bigger and better business opportunities. There is no obligation attached.

*Francis Juraschek, Technical Department*

## **Hanff-Metzger, Inc.**

*Advertising Agents*

**95 Madison Avenue, New York City**

## Selling U. S. Harness in Rural Canada

Two months ago, The Walsh Harness Company of Milwaukee decided to test rural Canada as a market for their "no-Buckle" harness.

One advertisement, eight inches double column, appeared in a single issue of the FAMILY HERALD and WEEKLY STAR. No other medium was used.

Within two weeks, 465 requests for catalogues had been received. Up to March 31st the returns had mounted to 745, coming from every province of Canada.

### THREE TIMES AS GOOD AS THEIR BEST

The following tribute has been received by the FAMILY HERALD and WEEKLY STAR from the Walsh Harness Company:

"This advertisement which we inserted in your paper was certainly a great surprise to us, as it pulled about three times as many enquiries as our best puller here in the States, and we had considered our campaign this year very successful.

"No doubt we will receive more replies from this advertisement, and I believe when the results are all checked up, it will prove something of a sensation."

Rural Canada offers an immediate and rapidly expanding market for products similar to those demanded by the farmers of the United States. Large numbers of American manufacturers are establishing branch factories in Canada, while others are developing their export trade with this country. The FAMILY HERALD and WEEKLY STAR will be pleased to answer inquiries or make special investigations regarding the rural market for any particular product.

The FAMILY HERALD and WEEKLY STAR is the most national of all farm papers in North America, Circulation exceeding 150,000, reaching one out of every five farm homes in Canada. Rate forty cents per line for entire edition. For either Eastern or Western Edition, 25 cents per line. Published Wednesday. Forms close one week in advance.

## The Family Herald and Weekly Star

Canada's National Farm Journal

Established 1870

MONTREAL, CANADA

New York Representative  
DAN A. CARROLL  
Tribune Bldg.

Chicago Representative  
J. E. LUTZ  
First National Bank Bldg.

read about? Have they become philanthropists? Perhaps the leaders in the steel industry have their eyes not so much on the evanescent profits of to-day as on the solid and substantial returns that will come next year and the years thereafter from a long line of satisfied customers.

The successful association knows that the field of co-operative endeavor is large and the opportunities for constructive work are many, without in any way restricting the competition of its members in the disposal of their goods. Even when the product is of such a nature as to come in the class of the staple, with prices naturally tending toward uniformity, there is plenty of room for real competition.

For example, in the field of building supplies a certain association has been remarkably successful in enlarging its markets and it has without a doubt reduced the cost of distributing and marketing. The members operate under patents, whereby all make practically the same article, in the same weights, and of substantially the same materials, being sold with the same minimum price and maximum term stipulations, showing that standardization can be successfully accomplished on a large scale.

This leaves each manufacturer depending upon his real economic advantages, such as geographical location, refinements in his packaging and service. When an industry gets down to the point where service must be the important and predominating feature in merchandising, then the buyers get the service. If one manufacturer is trying to do the same thing that another manufacturer is trying to do, but is striving to do it better, there is real competition.

In another industry where the product is also a homogeneous one there was a time when for months there was a spread in prices of at least 10 per cent. The larger concerns were getting just that much more for their goods than the smaller ones, and the statistical records of that as-



**A**NYBODY with a sense of humor and an education will read Judge—but that's only the price of admission. The season ticket for a ringside seat right through the year costs \$7.00. Higher than the average subscription price, isn't it? So's the quality of the subscriber who reads a seven-dollar magazine.

The nature of Judge's humor takes care of that in a way—but in addition to that we pay our salesmen a commission for "quality subscribers" such as:

- (1) Executives financially rated.
- (2) Lawyers listed in the official directory.
- (3) Doctors officially listed.
- (4) Men in the Bankers' Encyclopedia.
- (5) Persons listed in Who's Who.

Puts the incentive in the right place, doesn't it?

175,000 guaranteed  
Print order over 250,000

**Judge**  
The  
**Happy Medium**





F. FOSTER LINCOLN

Mr. Lincoln has been chosen a member of this organization because of his unusual ability to make a figure composition that accurately combines class appeal with real illustrative value.

His work has long been popular with magazine readers of the country, and his entrance into the commercial field marks another point of advance in the progress of advertising artistry.

That this firm has been responsible for so many such introductions is mutually pleasing to our clients and ourselves.

**Louis C. Pedlar, Inc.**

Counsellors in Art

246 Fifth Ave., N. Y.

Telephone Madison Square 511



sociation indicated that the higher-price manufacturers were having no difficulty in maintaining satisfactory volumes—no doubt because of their prestige and superior marketing and distributing facilities. Contrary to the fear that so often is the basis for disastrous price-cutting campaigns, the small concerns did not secure a large part of the business because of the lower prices.

#### OTHER REASONS FOR FAILURE

While, as we have shown, price-regulation is one of the principal causes of association failures, there are other causes, which may be summarized as follows:

The wrong kind of men at the head of the organization.

Absence of a constructive programme.

Infrequent meetings.

Failure to sell the association to the trade.

Mismanagement.

Inadequate support of the members.

Insufficient funds.

How some of these handicaps operate, is shown in the case of an industry that centres largely in the Middle West, which some years ago was beset with all sorts of difficulties. It was facing the evils of cutthroat competition, of ignorance of costs and uneconomic manufacturing and marketing problems. Its leaders recognized that the only way in which conditions could be improved was for them to get together and face their problems jointly. An association was formed, and right off all thought that because they had a high-salaried man at the head of it, forsooth their problems were solved.

Let us picture why this association failed; why it didn't accomplish any of the things it started out to do. To begin with, the leading manufacturers did not wish to put themselves in the false position of appearing to dictate the policies of the industry. Therefore, the Board of Directors was made up of representatives from the smaller concerns. Unfortunately these were small calibre men, lacking in



# Letters on Old Hampshire Bond

always win  
a hearing.

"Wanted—A Correspondent, Salary \$15,000" is the title of a booklet which will be sent free upon request to Dept. C.

Old Hampshire Stationery graces the social letters of particular men and women. Free samples will be sent upon request to Dept. C.

HAMPSHIRE PAPER COMPANY  
SO. HADLEY FALLS, MASS.



# Lindenmeyr Lines

IT is almost impossible to comprehend the large line of papers for every purpose carried in our Warehouses for the benefit of our many customers.

To give a brief idea of the large number of different kinds of paper carried we are listing the lines below:

News	Bonds	Manila and Fibre
Colored Poster	Map Papers	Wrappings
Book Papers	Onion Skin and Mani-	Twines
Offset Papers	fold Papers	Advertising Tape
Bible Papers	Ledger Papers	Drawing and Pattern
Music Paper	Bristol Boards	Papers
Steel Plate	Post Card	Tissues
Litho Coated	Blanks	Waterproof Coated
Cloth Lined	Car Sign	Fibre
Coated Box Board	Tag Manila	Glazed and Fancy
Cover Papers	Blotting Papers	Box Covers
Writing Papers	Parchment and	Imitation Leather
Mimeograph Papers	Transparent Papers	Papers
	Boards	

Distributors in the Metropolitan District  
of

## Warren Standard Printing Papers

### HENRY LINDENMEYR & SONS

Established 1859

32-34-36 Bleecker Street,  
New York

#### OFFICERS

GUSTAVE LINDENMEYR, President  
WALTER H. STUART, } Vice-Presidents  
JOSEPH H. McCORMICK, }  
KENNETH C. KIRTLAND, Secretary  
FRITZ LINDENMEYR, Treasurer and  
General Manager.

#### BRANCH WAREHOUSES

16-18 Beekman St.,  
New York, N. Y.  
54-56 Clinton St.,  
Newark, N. J.  
58-60 Allyn St.,  
Hartford, Conn.

vision, and they hampered the manager of the association with petty supervision, fault-finding and restrictions that were maddening, and entirely missed the larger opportunities for constructive work in the industry.

It followed as a matter of course that the manager was unable to put through any concrete accomplishment, and without any definite objective in view, the meetings were infrequent and aimless, the members were not enthused with that get-together and talk-it-over and do-something spirit, and naturally the association died a painless death.

In another instance the association failed because of jealousy and mistrust between the competing manufacturers. One of the oldest houses in the United States engaged in this industry had this to say on the subject: "There have been three or four attempts made in the last thirteen or fourteen years to start a co-operative association in this industry. Why did they fail? Because it was found in every instance that most of our competitors expected the other fellow to do all the co-operating."

#### GOING ASSOCIATION DEMANDS UNITED INTEREST

It is also a fact frequently overlooked in an industry that failure to sell the association to the trade will make its progress more difficult than would otherwise be the case. For example, the president of a large concern dealing with the hardware trade not long ago was making a swing around the country, analyzing trade conditions. When calling on a number of the large hardware jobbers and dealers he made some casual references to the trade association in his industry, and of which he was then the president. He was astonished to find a general impression that the association was a species of combine formed for the purpose of agreeing on prices, terms, and other matters that would result to the advantage of the manufacturers and to the detriment of the buyers.



#### SELLING READY-TO-WEAR

Style appeal always predominates in selling women ready-to-wear merchandise. Just what particular twist makes a style favored, is often a mystery.

This organization has made a specialty of fashion art—studying style from the woman's viewpoint—and selling her the merchandise by illustration.

*95% of our work  
appears unsigned*

### FITZWATER STUDIO

432 FOURTH AVE.  
NEW YORK CITY

Then there is the common human tendency to inertia, the disposition to "Let George do it," as is shown in the following comment by a leading trade-association executive:

"Failures usually are the result of an 'Oh, Smith will see to that at this meeting. We simply cannot afford to give the time to go,' plus the same attitude toward the information sent by managers and secretaries: 'There is some more stuff from the association. Look it over if you have time.'"

"Here are some specific cases: A salesman of a member making cranes phoned the association manager that a large concern was in the market for a conveyor. This fact was bulletined, but only three out of twelve companies ever paid any attention to the opportunity. Why? Because the information cost them nothing.

"Again, the association secretary bulletined a lot of data regarding prospective new business in a new field. The members gave the report little weight because their regular staff refused to accept the association report as disclosing a bona-fide opportunity, on account of the application and use of the appliances being new.

"Interest often lags because men fail to realize that an association cannot sell for them. It can only plant the seed of interest and confidence. The order must be secured by the members' individual advertising, or by salesman contact direct."

Lack of interest in the association by the big executives of the member companies is emphasized in the following expressions from another association manager:

"The greatest weaknesses in our co-operative effort are lack of active participation in the work of the group on the part of responsible heads in the individual organizations which are paying the bills.

"Lacking this active contact by the responsible heads, the sales and advertising departments generally fail to realize or visualize the unusual possibilities for advertising copy and actual sales returns which co-operative asso-

ciation effort lays almost gratis at their feet from day to day.

"It is not the direct opportunity for sales which is the all important factor in co-operative sales promotion work or advertising, nor the direct application of the specific remedy which is shown by co-operative research and cost investigation work, but it is the 'aura' or 'effluvium' which permeates into the member directly in contact with and helping to support the association activity which enables that member to single out new angles of operation and new sales argument that is the real benefit.

"In other words, all records of associations clearly demonstrate that the more active the officials of member companies become in promoting and crystallizing into fruit the activities of the association with which they are affiliated, the more these officials reap in personal development and breadth of understanding of the problems of the industry.

#### IMPORTANCE OF MANAGEMENT

Another association failed because it didn't get the right kind of men to steer it. First they got a manager who was too dignified to work. When they finally realized that his dignity wasn't getting them anywhere, they picked out another who had never had any executive experience. Association management is a temptation for the easy-going executive. Most times there is no close supervision, no checking up of what the manager is doing. In this case the manager did very little. He preferred to sit at his desk and draw charts, or devise blank forms and attend to other matters of office detail, while for the big things that went on in the business world, his members had to rely upon other sources.

There are at least a dozen associations that have failed because the members did not provide sufficient funds to permit constructive work to be done.

The factors that have caused trade associations to fail in their general work are as a rule the very things that make them fail

**CLYDE A. CRISWELL:** former Art Director of the Richard A. Foley Advertising Agency, Philadelphia; late Sales Manager of The Ledger Art Service; previously with N. W. Ayer & Son. Now directing the sales of Gotham Studios Inc.



## "Cris" is with Gotham!

LET me give you his full name in introducing him—Clyde A. Criswell. (*Cris, this reader of P.I. is a possible present or future friend of ours!*)

For two years I wanted Cris to come with us—to help us give you the kind of advertising art and art service you wanted. I knew what he had done and was doing. That made me believe that he *belonged* here at Gotham.

So we have him; and you and all advertisers will find him a likeable chap, brimful of ideas, with an almost uncanny way of seeing your point of view and looking at your advertising art problems with a sincere sympathy that is distinctly refreshing.

Phone Cris to see you.

*Martin Hellman*

MANAGING ARTIST

GOTHAM STUDIOS INC • 111 EAST 24TH STREET • NEW YORK

# Announcement

Beginning May 1st our Farm Paper business will be conducted as a separate Department, in order to better serve the farm papers as well as the advertisers and the agencies.

## Mr. J. M. Riddle, Jr.

who has had charge of the farm paper representation in our New York Office, will take over the management of the Farm Paper Department, with headquarters in Chicago.

## Mr. Astolf Levin

formerly with The De Laval Separator Company and at one time advertising manager of the Gale Manufacturing Company, farm tools, will have charge of the Farm Paper Department of the New York Office.

The Farm Paper Department will be further strengthened by the appointment of resident managers for the Detroit, Cleveland, and St. Louis offices.

## John M. Branham Company

Chicago  
St. Louis

Cleveland  
Detroit

New York  
Atlanta

### REPRESENTING

*Farm Life*  
*Journal of Agriculture*  
*Orchard and Farm*

*Southern Agriculturist*  
*Southern Planter*  
*Southern Cultivator*  
*Florida Farmer and Stockman*

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ahead  
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in specific endeavors or movements which they may undertake to initiate. Let us say, advertising for example.

Many men who have been at the head of co-operative advertising campaigns will recognize that the things previously mentioned, whether inadequate financing, mismanagement, or lack of control, absence of a fixed policy or definite plan, consistently executed, lack of knowledge how to co-operate on general work before undertaking a co-operative advertising campaign, failure to sell the campaign to the members, and to get them to follow it up individually, or to get the dealer's co-operation—that these are the things that were responsible for the failure of their own campaign, or others with which they are familiar.

Perhaps the most prominent reason for the failure of a co-operative advertising campaign is one not mentioned above, namely, because it isn't kept up long enough. There have been some ridiculous attempts in this line, and association advertising has been blamed in cases where it is almost comic-opera stuff instead of advertising. For example, in a line of metal goods in which the investment runs up into several hundred millions, they thought that their problem could be solved by a four weeks' campaign. There are other instances just as ludicrous.

Some agencies will not undertake to handle an association campaign unless it is on at least a three years' basis, with provisions for financing accordingly.

It is commonly recognized by men of experience that no results can be shown unless the association is willing to keep up the advertising that long.

The "Save the Surface" campaign has been planned on a five-year basis; likewise the tea campaign now in preparation. The cannery men are tying up their campaign on a four-year basis; the florists are looking four years ahead; the cooperage and facebrick campaigns are reported to be on a three years' basis. The

Arkansas Soft Pine Bureau's publicity has been running for eight or nine years; the Southern Pine, California Citrus, Raisin and other growers' products, Magnesite, "Rite Grade" inspected shingles, Tile, Portland Cement, and a number of others apparently have been established on a more or less permanent basis.

#### THE ROCK OF DISSENSION FOUNDED ON SELFISHNESS

Individual selfishness is of course the driving force behind all business, but it appears to be particularly in evidence when co-operative advertising campaigns are being discussed.

There have been failures because selfish interests were not checked. Individual members were permitted to supply an inferior product and cash in on the general reputation of the whole line, which suffered in proportion, and eventually the association advertising was discredited, and had to be discontinued.

Existence of a variety of opinions, always found in such organizations, among men who are usually not willing to forego the selfish viewpoint for the purpose of the general good to be derived from such advertising, is a rock upon which many campaigns have foundered. In other words, each firm wishes to have the advertising stress the point on which its particular line is strongest.

In all organizations there are members with more force in their makeup than others, and these are consequently very apt to inject into the minds of the committee, or whoever may be in charge of the advertising work, ideas particularly applying to their individual businesses, and with this selfishness endanger the whole scheme. Fairness to all, with a leaning to the small interests in the organization, if need be, must be carefully adhered to. Large interests are very apt to consider themselves most important factors, and from the point of size, influence, funds, etc., this is true, but more often the smaller interests are the really important



factors, because without them the association could not exist, and they are frequently the balance wheel between the larger concerns.

An organization that has successfully advertised for a number of years found that the serious handicap it had to overcome was the difficulty of so co-ordinating the various ideas of the members of the industry that the campaign could be worked out along a line satisfactory to all and yet present in a straightforward, clean-cut manner the claims of the industry and appeal to the public in a way that would give the best returns.

One association executive who is now handling a large national campaign, in commenting on the unwillingness of the members to make slight individual sacrifices for the general benefit of the trade, said that to avoid stepping on anybody's toes, the advertising sometimes is made so in-offensive that it absolutely lacks attention value. The solution of this difficulty largely lies in the method of control that is adopted. Those who speak with the voice of experience are practically unanimous in demanding that control be vested in one or two strong hands, or as one prominent manager put it, "There must be a strong leader to hold the organization together."

It has been the experience of a number of manufacturers who have worked on co-operative campaigns that the committees appointed usually are too large, and frequently are unable to give the proper time to the work. Moreover, they are apt to carry in their minds the theory that they must satisfy all members, and it is impossible to do this. What kind of progress would the average business concern make if all of its large stockholders insisted that they have their individual ideas injected into the advertising?

Many positive ideas are found on the part of some of the manufacturers as to methods, copy and general details. Some want all of the names of the contributing

members placed on the advertisement. Some want none. Some want inquiries handled in accordance with the geographical location of the members, others want them handled from a list of the members alphabetically arranged, and there are a million and one suggestions and objections. Advertising of this sort must embody a single policy and a single purpose and is not a thing to be switched about from time to time.

The manager of a national campaign of co-operative advertising who has made a thorough study of the subject says: "We know from experience that the only pit-fall that amounts to anything is the lack of proper control, allowing too many people to have the 'say' of things, rather than centering control in the hands of one strong and capable individual, or small committee." This sentiment finds general endorsement.

Great stress is laid by some of the old hands at this work on that part of the plan called "advertising the advertising." Not only must the members be absolutely and whole-heartedly sold on the proposition, but they must follow it up so as to cash in on the advertising, and proper merchandising methods must be used to sell it to the dealer or jobber whose co-operation must be enlisted.

#### TAUGHT BY FAILURE

An interesting story of success built upon failure, and in which several of these points are involved, is told by F. W. Walker, Secretary of the Associated Tile Manufacturers:

"Our organization has gone through three separate campaigns. The first one, after a trial of nearly two years, proved a failure and was abandoned because the membership could not see any benefit either to them or to the industry.

"After two years or more we decided to start another publicity campaign. We were constantly receiving inquiries from the previous advertising which convinced us that the first scheme had been doing some good, though at the

WE believe the whole advertising fraternity will be interested to learn that

MR. TODD BARTON

for the past six years associated with the *Scientific American* and *Review of Reviews*, has become Executive Manager of our New York office. Effective May 3, 1920.

Hancock Payne Advertising  
Agency

110 West 34th Street  
New York City

Drexel Building  
Philadelphia, Pa.



## DR. FRANK CRANE

*Joins the Editorial Staff of*

## CURRENT OPINION

With the May issue **CURRENT OPINION** enters upon a new stage of its distinguished career under the joint editorship of Edward J. Wheeler and Frank Crane.

Neither of these editors needs an introduction to the magazine reading public.

You will find them both at their best in the future numbers of **CURRENT OPINION**.

**CURRENT LITERATURE PUBLISHING  
COMPANY**

New York City

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time the manager was not able to show anything in it.

"The second plan after more than two years failed to produce results satisfactory to our members. We had, as we thought, the best advice obtainable to outline our plans for us, and I feel sure they were well outlined, but for some reason or other we could not prove in any way where we were doing any good and again we dropped out of the advertising. However, we kept close tab for some three years on the results which continued to come in from the second trial, and firmly convinced of the necessity to advertise as the only way to build up our industry, we decided to start our third campaign, which has been under way nearly four years, with every one satisfied with results and stronger for co-operative advertising than at any time in the past. We attribute this to the radically different methods adopted. Our work was more carefully studied and we pursued an entirely different policy, building from the foundation up rather than starting at the top and so not being in a position to follow up the sales opportunity created."

#### LACKED DEALER SUPPORT

Failure to build from the ground up by first enlisting the co-operation of the dealer is admitted to have been a big detriment to the success of the Barre Granite Manufacturers' campaign. This is what Athol E. Bell, secretary of the association, has to say on the subject: "It is almost wholly through the retail monument dealer that our product is marketed. Undoubtedly had more attention been devoted to the groundwork of the campaign, dealers would have responded more quickly. They were not as a whole enlisted in the campaign, and instead of the national advertising securing their co-operation, in notable and numerous instances it seemed to antagonize. We are quite sure that our association will not launch another campaign of any magnitude until a definite point of dealer contact



## Don't faint— it's true

According to the late Government census *Akron* (the city of opportunity) now has a population of 208,435. This represents an increase of 139,368 during the past 10 years and places *Akron* fifth city in Ohio.

## AKRON EVENING & SUNDAY TIMES

### "Akron's Ablest Newspaper"

is keeping pace with *Akron's* wonderful growth—first in news—in advertising—in prestige. Exclusive associated press service. Publishes the only Sunday newspaper in *Akron*. Market your products in *Akron* through the Evening and Sunday Times.

National Advertising  
Representative

**CHAS. H. EDDY CO.**

New York Chicago Boston

*The  
Largest  
Selling  
Quality Pencil  
in the World*



**N**O better pencil than the superb VENUS can be bought. Whatever your pencil work the VENUS will be a constant delight and an economy in the end.

17 degrees of hardness and softness  
6B to 9H—B's indicating Softness  
H's indicating Hardness

F or HB—for general writing  
B or BB for softer grades  
H or HH for hard, firm writing

Copying for indelible uses

Plain Ends, per doz., \$1.00

Rubber Ends, per doz., \$1.20

At all stationers and stores  
throughout the world

**American Lead Pencil Co.**

205 Fifth Ave., N. Y.  
and London, Eng.

**VENUS**

has been established. Without the dealer's co-operation no advertising effort, at least no campaign built around cemetery memorials can be successful in the final analysis."

The importance of this point was recognized by the men directing the co-operative efforts of the Cycles Trades, which for three years were devoted entirely to building up dealer contact and dealer good will, in furnishing him with sales helps, and in various ways getting him to feel that the association is his good friend. Now that the manufacturers in this industry through their association, have launched a national advertising campaign aimed at the consumer, its effect is practically doubled by the great amount of dealer good will that has been established.

A most effectual arrangement for securing dealer co-operation has also been worked out by the toy manufacturers in the campaign they inaugurated late last year.

A certain large campaign slowly started on the toboggan because the man in whose hands it was placed was too close to his work to be able to get a proper perspective of it. He was an old hand at the advertising game, had been with the industry for many years, and knew its technique from A to Z. But that very knowledge of its technique operated to keep the campaign from making the wider appeal that would have resulted from its handling by some one from without the industry who in addition to having had the co-operative experience would have brought the outside viewpoint, which combined with a study of the psychology of human wants and human nature, so often puts a campaign on the highroad of success.

No attempt should be made to minimize the fact that when a campaign fails it fails. But just the same, we want to say emphatically that there is no such thing as advertising that is a total loss. Just as when a business fails, unless it is a most unusual catastrophe, there are always

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# REAL FACTS ABOUT THE HARDWARE TRADE

## MERCHANDISE RATING REGISTER HARDWARE MERCHANTS OF THE WORLD

Compiled and Published by the  
**HARDWARE DEALERS' MAGAZINE**

462 Pages

1920 Edition Price \$7.50

26th Annual Edition Now Ready  
(Circular Upon Request)

**SECTION 1.** Directory of Hardware Merchants in the United States (including U. S. Possessions) and Canada, giving their stock rating as follows:

AA—\$100,000 up	L— 25,000 up	S—\$10,000 up	E— 2,000 up
G— 75,000 up	A— 20,000 up	V— 7,500 up	F— 1,000 up
M— 50,000 up	K— 15,000 up	C— 5,000 up	W— Wholesale

**SECTION 2.** Directory of Hardware Merchants and Importers in MEXICO, CENTRAL AMERICA, WEST INDIES, SOUTH AMERICA, EUROPE, GREAT BRITAIN, AFRICA, ASIA, AUSTRALIA.

**SECTION 3.** Directory of Wholesale Hardware Houses in the United States and Canada; giving Date Established, Capital, Territory Covered, Lines Handled and Percentage of Wholesale Business to Total Business.

**SECTION 4.** Directory of Exporters Handling Hardware, Tools, Etc.

**SECTION 5.** Directory of Selected Department Stores Handling Hardware, Tools, Etc.

**SECTION 6.** 5 and 10-cent Store Syndicates—Buying Addresses.

**SECTION 7.** List Members Hardware Manufacturers' Association.

**SECTION 8.** Wholesale Willow and Woodenware Houses.

**SECTION 9.** Wholesale Paints, Oils, Varnishes, Etc.

**HARDWARE DEALERS' MAGAZINE, Grand Central Palace, New York City**

**Q** We Are State  
Distributors for  
a Big Automobile  
Tire Account.

*We Want to Handle an  
Auto Accessory You  
May Have for Successful  
Distribution in a South-  
western State.*

We Are Using PRINTERS' INK  
to Get Before You for an Immediate  
Answer.

Write X. Y. Z.  
Care PRINTERS' INK

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some assets left which will discharge a part of the liabilities, so also when an association campaign fails it always has accomplished something that to some extent minimizes the failure.

We know in particular of one industry where the collections had been bad and it took an average of a year for the money to get back to the manufacturer. It had launched a co-operative advertising campaign that failed and was discontinued, but after the campaign had been under way for a short time an improvement in collections was noticed, and although the advertising has been discontinued for a long time, it is still true that collections are now on a par with other live industries and members usually get their money in sixty days.

An even more striking example than this is offered by the Hawaiian Pineapple Growers Association. The fact that this campaign isn't running leads people to believe it was a failure. Such, however, is far from the fact.

Before the pineapple advertising took place there were large sections of rural trade throughout the country that didn't know what pineapple is. We know of farmers in whole States who had never eaten pineapple. This campaign, whatever else it did, got almost one hundred per cent distribution, even in rural sections, for canned pineapple. Today, despite the fact that the advertising is not appearing, canned pineapple is a staple food and is sold freely every place where groceries are sold.

No campaign that accomplishes a monumental task of this sort should be accounted a failure simply because for reasons we know not of it has been seen fit to discontinue it.

### Architects Are Advertising

The Ontario Association of Architects has commenced a co-operative advertising campaign through the Advertising Service Co., Limited, Toronto. The copy is urging the employment of "A Qualified Architect" for all building operations in order to get unbiased expert advice and attention.

## Advertising Doubled In Six Months

And steadily increasing. Six months ago practically all our advertisements were placed direct. Now, half of the business comes through agencies. Investigation always pulls a term contract for

## The Wireless Age

A Monthly Magazine of Radio Communication

Harry L. Welker will tell you why this medium is always responsive to advertisements with a male appeal. Write, postcard, wire—or even 'phone (Barclay 7610)—if you haven't the data for your clients.

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*Seven Years Old and Not a Trade Paper*

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**Wireless Press, Inc.**  
326 Broadway New York

Also Publishers of  
**OCEAN WIRELESS NEWS**  
*The Newspaper of the Sea*



**CATCHING ANY NEW BUSINESS?**

You never can tell into which pool you should drop your line. The most unlikely spot sometimes contains the most fish.

Nor can you tell in which state your best prospects are. So why take chances when GOOD HARDWARE goes to all of them?

It fishes for business in every pool in the stream.

Representing:

Oral Hygiene  
Good Hardware  
Nailings  
Drug Topics

**Conant Advertising**

249 Peoples Gas  
Building  
Chicago, Ill.  
Harrison 1808

**Underwear Hosiery**

*The*  
**Underwear & Hosiery Review**

720 Broadway New York

## Vast Luxury Imports from Europe

THE indications are that the total value of merchandise sent from Europe to the United States in the fiscal year which ends with next month will be three times as much as in the immediately preceding fiscal year and actually greater in value than in any year in the history of our trade. This statement is based on the findings of an investigation by The National City Bank of New York.

The increase, as compared with the year immediately preceding, occurs chiefly in luxuries. Diamonds, for example, imported in the eight months ending with February, 1920, practically all of them from Europe, amounted to \$48,100,000 in value, against \$5,300,000 in the same months of last year; art works, brought chiefly from Europe, \$21,715,000, against \$2,850,000 in the same months of the preceding year; cotton laces and embroideries, \$7,800,000, against \$3,200,000 in the corresponding months of the preceding year, and silk laces and embroideries in the current year \$4,312,000, against \$1,489,000.

Walnuts were imported from France and Italy to the amount of \$6,050,000, against \$310,000; olive oil from France, Italy and Spain, but especially the latter, \$10,910,000, against \$933,000 in the same months of last year; silk fabrics, \$2,110,000, against \$361,000; silk wearing apparel, \$2,050,000, against \$802,000; and raw silk, chiefly from Italy, \$23,007,000, against \$36,000 in the same months of the preceding year. One class of articles which falls outside the luxury list is burlaps, brought from the United Kingdom, but manufactured from East Indian jute, value at \$9,330,000, against \$1,550,000 in the same months of last year.

William Alden Smith, Jr., general manager of the Grand Rapids, Mich. Herald, died April 29, aged 27 years.



"Take care your ball is not feed too close to sand-box, disc or anything which will give your eye an excuse for wandering from the ball."

—Edward Ray  
in *Golfer's Magazine*



Perfect concentration—and a true ball—are largely responsible for your best strokes. If your game is unaccountably hard to improve,

Try one of the new U. S. Golf Balls

U. S. Royal      U. S. Revere  
U. S. Floater

Buy them from your pro or at your dealer's.



U. S. Royal  
\$1.00 each

U. S. Revere  
85c each

U. S. Floater  
65c each

Keep Your Eye on the Ball—  
Be Sure It's a U. S.

**United States Rubber Company**

# TRACY-PARRY COMPANY

*Advertising*

Announce~~~  
the removal on  
May 10<sup>th</sup>. 1920 of  
their *New York*  
office to larger  
quarters at  
347 Fifth Avenue  
and the  
appointment of  
Frederic H. Lovejoy  
as Office  
Manager

*Philadelphia*  
Lafayette Bldg.

*New York*  
347 Fifth Ave.

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## Sales That Set the Pace for Production

(Continued from page 6)

turing problem. You can put cheap materials and cheap labor through ill-suited machinery, turn out a poor product, and sell it at a low price. There is no permanency in that sort of business. The real business comes from putting the very best materials through exactly fitted machinery managed by skilful labor so that an absolutely first-class article will go through at a minimum cost. Then only can you sell a good thing at a low price, make a fair profit, and establish a solid trade.

In this high development the plant becomes a tool and the sales force that once just went out and sold has to sell what that tool can make. When you have acquired that tool you will know how to fix costs. You will not be up against the usual costing problem of finding out how much time and money it takes to file down a thousand castings. You will have a machine that will do that work. This machine will not merely be a machine; it will be a tool for that particular job. If a workman has a thousand pieces to gauge he will do them more quickly with a fixed gauge than with a variable one, and it is exactly the same with the plant and every portion of it.

### WORK ITS OWN REWARD

For a time, under the influence of eloquent welfare workers, we began to think that a plant was a place where the workers might be happy at their work; a few enthusiasts seemed to think that the perfect productive ideal had been reached when the band played merrily, the workers sang at their tasks, and all present had a pleasant time. The workers ought to be happy, and the recreational side of any manufacturing institution is highly important, but the primary objective of a plant is to turn out goods and not

to promote choral societies. A man will get more real joy out of an arrangement of machinery that enables him to double his wages without additional effort and which permits him to exercise a certain workmanship than he will out of any scheme which seeks to combine relaxation and work on the theory that there is no fun in work. We do not realize that providing an amusement for the worker at his task is a confession of an inability to make the task of itself interesting and rests on exactly the same theory as the ancients held when they provided a slave to chant a rhythm for his fellows at the galleys.

The Southern cotton mills that employ negroes find they work hardest while singing. This is explainable. The negroes have no interest whatsoever in their work. A negro will tend a knitting machine for ten years without having aroused in him even a faint curiosity as to why the machine knits. The machine is to him a harmless sort of a devil with a strange penchant for knitting. Being constitutionally tired he becomes intensely so when looking at the machine. He gets interested in the singing and develops an exuberance which has to find a vent in a quicker movement of the hand—he dances to the machine the way people chew to music in a restaurant.

As we make manufacturing more mechanically perfect and sub-divide operations, we can, with prevision, make them constantly more interesting. The kind of plant I am talking about in which all of the operations are repetitive and in which waste is at a minimum is more truly humanitarian than that which sets itself up first as a human institution and only secondly as a unit of production, for true freedom in this world is attained through work. The co-ordination of plant and product makes for the greatest liberty.

A couple of Turkish hamals can together carry a piano, but I doubt if they find much joy in their work. A motor truck can carry half a dozen pianos and the

chauffeur has a man's job. He is paid more money than a dozen hamals. They can barely exist on their earnings, while the chauffeur has a comparatively full life. At the same time it costs less to deliver the pianos by gasoline power than by man power. That chauffeur may merely be the attendant of his machine; it may be his master and he may churlishly and listlessly operate it, complaining that he is a slave and that there is no joy in his life, and he will probably go right on complaining until, while contemplating his woes, he pitches the machine over a bank and breaks his neck. Or again he may make himself master of that motor and have all the fun of directing a great piece of machinery. The progression from hand to machine labor can always be a progression in intelligence. It need never be a retrogression. There is no progress in wasted human effort.

Delivering pianos on manback is a gross example of industrial waste. But many of our manufacturing plants arrange for wastes that are as great—if not so obvious.

#### MACHINERY RELEASES MEN FOR MORE PRODUCTIVE EFFORT

Look at a few instances in the "hamal" class. In a salt works, fifty-pound bags of salt went through these operations: First, a man held a bag under a spout until it was filled with salt. He lifted that fifty pounds to a truck. Another man wheeled the truck to a scale. A third man lifted the bag to the scale and corrected the weight. A fourth man lifted the bag from the scale to a sewing machine four feet away, sewed the top and lifted the bag to another truck.

Here we have four men ostensibly engaged in bagging salt, but mainly occupied in juggling a 50-pound sack. A not very complicated machine could fill those bags, weigh them, stitch them, and deliver them to a conveyor which would take them to the store or shipping room. The owner of that plant could truly say that he could not afford to

pay those men much—for weight-lifting is not a lucrative profession. But he could easily afford to pay one man tending that machine a good wage and the other three men could be released into some form of productive industry. It does not make for the freedom of man to engage him in uselessly raising and lowering a bag of salt.

That factory abounded in other wastes; whenever they did use a machine, they managed to put that machine in such a place that the unnecessary trucking and handling fully balanced any advantage gained by the use of the machine.

In another factory we discovered that in the process of final assembly, which required fourteen consecutive operations, 43 per cent of the men's time was taken in handling and carrying. There the solution proved to be an apron conveyor table. Seventeen of the squad of fifty-one men were released, production went up 12 per cent, and the company saved \$18,000 a year on assembly alone.

The storage of metal parts was baffling another corporation; they felt that they had to put up a building for storage. You can nearly always find new storage methods. We did so here. We found that in one section of the storeroom out of 318 "tote" boxes only 134 were full; the others varied from one-quarter to three-quarters full. They actually needed only 234 boxes. The boxes they had were of heavy wood; we found that 20 per cent of the floor space was taken up by the wood of the boxes. The purchase of sheet steel boxes of smaller size gave that company all the storage space it needed without putting up an additional building. That new building would have been waste; yet, in nine cases out of ten it would have gone up if the funds had been in hand.

In another plant the boxes used to carry parts to the machines were too large for one man to move. Consequently, the operators at the machine shoveled the parts into smaller boxes, which

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Formerly THE DOOLEY-BRENNAN CO.

## **The Conover-Mooney Co.**

HARRIS TRUST  
BUILDING

**Chicago**

TELEPHONE  
RANDOLPH 2600

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# A D V E R T I S I N G

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NEWSPAPERS  
MAGAZINES  
PAINTED DISPLAYS  
POSTING



TRADE PAPERS  
DIRECT LITERATURE  
STREET CARS  
RECHARGING DATA

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## *A n n o u n c e m e n t*

The Dooley-Brennan Co., founded six years ago by men connected with one of the largest agencies in the West, announces the change of its name to The Conover-Mooney Co., the present stockholders having purchased the company more than a year ago, and retained until the present the old title.

The change is only in name, however, as its policies remain the same. The year or more intervening, we believe, has been sufficient time to familiarize our clients with the important additions to our forces, which otherwise had remained intact.

We thank you for your interest and favors in the past and hope for their continuance in the future.

THE CONOVER-MOONEY CO.

ADVERTISING

Harris Trust Building : : Chicago

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# Buying Power

From a Paper  
Manufacturer:

"PRINTERS' INK MONTHLY has brought in the largest number and the best grade of replies of any publication we have used."

From a  
Publisher:

"As a result of my advertisement in PRINTERS' INK MONTHLY I have closed contracts with two automobile companies, one tire concern, and a golf ball manufacturer."

## PRINTERS' INK MONTHLY

*A Journal of Printed Salesmanship*

185 Madison Avenue

New York City

### BRANCH OFFICES

Chicago Office: 333 Peoples Gas Building, 123 South Michigan Boulevard. KIRK TAYLOR, Manager. Telephone Harrison 1798-197.

New England Office: 1 Beacon Street. Boston, JULIUS MATHEWS, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 392 Title Insurance Bldg., Los Angeles; 328 Post-Intelligencer Bldg., Seattle, Wash., W. B. BARANGER, Manager.

Atlanta Office: 1604 Candler Building. GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building. A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Building, Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway. W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

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they could more easily manage. We found that this quite useless reboxing took away from 26 per cent to 34 per cent of what should have been the productive time of the operators. In a punching operation in this same shop we discovered that the worker took five minutes to find a small box to carry the parts he needed and then four minutes more to transfer the parts from a big box into the little one. The actual punching time for the lot was twenty-one minutes, so that the preliminary waste represented a loss of 40 per cent of the operator's time. We adopted a small standard metal box which could be handled by one man even when filled with the heaviest parts. All the boxes were alike, hence he could take the rough parts from one box and drop them into another right at hand, and the boxes could be kept at hand because their tapering sides allowed them to be stacked in nests. These boxes fitted the storeroom shelves, so that the parts could be stored without reboxing, and the boxes, being all of one size, an approximate count of the pieces could be had merely by counting the boxes. Here, adopting a standard box at a slight expense saved one-third of the time of the men.

In other plants I have seen savings that vary from 15 per cent to 50 per cent of the productive time made by providing the proper sort of "tote" boxes. Or take another equally simple expedient: In a shop making iron gratings the molders filed past the cupola, receiving in turn a pot of molten iron, and returned to ladle the iron into the chills. All the men could not, of course, have their working spots at the same distance from the cupola; some naturally had to travel further than the others; and since there were sixty molders in the room, often five or more were lined up waiting their turn at the cupola. The solution was to group the men and run pots of metal out on a monorail to the various groups.

These seem to be trivial instances; they are trivial in the sense that they were corrected al-



No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

**Chicago Carton Company**

4433 Ogden Avenue 516 Fifth Avenue

CHICAGO

NEW YORK



**"The National Magazine of Medicine"**

used by National Advertisers

**WANTED**

**10 National Advertisers of Men's Wear for Doctors.**

The American Journal of  
**CLINICAL MEDICINE**

S. DeWitt Clough, Advertising Manager

4753 Ravenswood Ave., Chicago

H. R. Saunders, Eastern Representative

717 W. 42nd St., New York City

Telephone Vanderbilt 6759

## A Few Hundred Dollars

will pay for a short film  
of your product and a  
portable projector,  
which in the hands  
of your salesmen,  
will increase your  
sales.



List of satisfied users on  
request.

**Commercial  
Publicity Film Co.**

507 Fifth Ave. New York

Vanderbilt 8232

## GOLF Illustrated

*Announces  
the Appointment of*

**Mr. Chas. Dorr**

6 Beacon Street  
Boston, Mass.

*as Its New England  
Representative*

Main Office  
425 Fifth Avenue  
New York

most by gestures, but they illustrate that it is not always the great drastic changes which go far toward attaining the utmost out of a plant. In these days an owner will commonly see the need for good machinery; usually he will overestimate that need and put in more stuff than actually he needs. But that which he does not often see is that the very best machinery loses a fair part of its value if it cannot continuously be kept running—and that it is conspicuous waste to put \$20,000 into an improved mechanism and then have the operator waste one-half of his time and the time of the machine in trivial by-tasks.

### NEW BUILDING, OR NOT?

In order to get just the right plant in every respect it is by no means always necessary to erect a new building. Unless the structures in use are dangerously weak, or are so ill-assorted that nothing much can be done with them, commonly it is better to make the most of what you have than to go into a great building project, especially when building materials are so high. And no building should be undertaken unless finances can be provided so that exactly the right building may be put up.

I recall a building in which the owner made a change in design in order to save \$10,000. Since then he has been spending \$3,000 a year for useless trucking that would not have been required had the right building been put up in the first place. That man had better have awaited a season when he had more funds.

The big thing is to cash in on the plant that you have, and this often involves only a rearrangement and a slight addition or re-vamping of present equipment and a drastic going over of the product sold and the methods of the sales force.

Sometimes a small change in design will accomplish much; a third of the cost of one operation was saved by shifting the position of certain holes that had to be bored in the pieces—no real reason existed for having them in

## Of Interest to Advertising Agents!

*A substantial service agency can enlist the co-operation of an experienced, successful agency man as managing solicitor or executive of accounts who can be described roughly as follows:*

### A MAN

*Who has a record for securing and handling large accounts—*

*Who has that necessary but rare sense which so often finds in a business the vital thing that has been overlooked or which can be evolved out of existing elements—*

*Who can see the true horizon but keep his client at "low visibility" in his expectations—*

*Who has enough imagination to be theoretical but enough experience to be intensely practical—*

*Who has most of his trouble with his client in the beginning by not attempting to deny the probability of its arising later on—*

*Who is artistic without being an artist, a copy man without being a copy-writer and a student of values without being a space-buyer—*

*Who knows merchandise and how it should be distributed—*

*Who, in short knows the many charted and uncharted courses of agency work and who believes, after all is said and done, that the most important thing about advertising—*

**is TO ADVERTISE.**

*Some advertising agency has a place waiting for this man where he can accomplish even bigger things than he has.*

*The agency must be located in the East with Headquarters or Branch in New York.*

*Highest references, naturally.*

*Communications invited.*

**Address N. R., Box 27, Printers' Ink.**



## Keeping Pace With South Bend

**A**NNOUNCEMENT made recently by the Studebaker Corp'n of the removal of Detroit business to South Bend, the building of \$10,000,000 additions by the Oliver Chilled Plow Works, and other expansions will cause South Bend to grow from 80,000 in 1920, to 125,000 in 1922.

**T**O properly provide for the increased business that will come with this expansion, The Tribune is now erecting the modern newspaper plant shown in the illustration, thus keeping pace with the city's growth and expanding in a like manner themselves. The Tribune dominates its field—Northern Indiana and Southern Michigan.

## The South Bend Tribune

Member of  
A. N. P. A., Daily Newspaper Department of A. A. C. of W., A. B. C.  
and Associated Press.

National Advertising Handled Direct by Home Office

ELMER CROCKETT, Pres. F. A. MILLER, Vice Pres. and Editor.  
C. E. CROCKETT, Sec. Treas.

# THE SPUR

The Leading Society and Sporting Journal

*Announces the Appointment of*

## MR. CHARLES DORR

of Six Beacon St., Boston

as Its

## New England Representative

MAIN OFFICE

425 FIFTH AVENUE - - - - NEW YORK

May

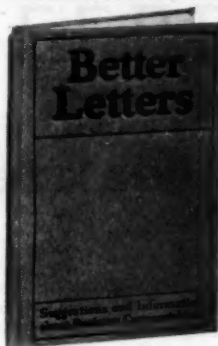
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the inconvenient spots that time had honored. Or, again, the saving may be had with a gang arrangement without a change in the layout, as in a warehouse storage room where a better rating of the men and an allotment of task and bonus spurred on nineteen men easily to do the work that thirty-three men had found trouble in doing before. In a machine shop the production of a planer was increased 216 per cent by a better handling of the rough and finished parts, so that they would not be in the way of the operator, the shifting of the planer so that it would not project over a trucking track, and by a small bonus to the operator.

One might go on endlessly with these smaller reforms and then branch out into what can be accomplished when the plant is exactly fitted for the work—when you know in advance exactly what you want and then build a roof over the planned work.

But the point that I want to make is that real efficiency is not to be attained by scattering, but by concentrating on a single product, and then it is up to the management to see that they cash in on the tool that they have designed. This rigidity of plant will in time become so marked that the executives will no more think of taking on a dissimilar line to keep the plant going than the manager of a foundry would think of accepting a large order for fancy sewing. If the salesmen find that they can dispose of a new line, or if the advertising and experience of the company point out profitable side lines, then the question to be decided will be whether these new articles had not best be manufactured by a new sales unit. When Beech-Nut went into ginger ale, a new plant was built just for the ginger ale; Ford did not attempt to make tractors in his automobile plant—he built a new plant. The modern plant, producing at a high rate and low cost, cannot do odd jobs; it is a fixed instrument which can be re-adjusted only with difficulty.

But at once comes the objection that the work may be seasonal and



No matter how much you know about modern business letter-writing, this quite new book will enable you to write better letters.

Not only a manual of style; it not only tells the things of first importance in modern business correspondence—

It also reveals the finer points of letter-writing, and shows how to make your letters grammatical, attractive, direct, individual, forceful, and persuasive.

Price \$1.00, in any form. Money back on request. Price is so low remittance must accompany order. To-day!

E. M. DUNBAR  
6 Rowena Street, Boston, Mass.

## Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by



and BUILDING MANAGEMENT

Member A. B. C. and A. B. P.

139 N. Clark St. Chicago

## WANTED Artist- Visualizer

A leading Pacific Coast Agency handling a wide range of successful national and coast accounts has an opening for head artist who can visualize original layouts and assume responsibility for art conception on our accounts.

We want a man of agency training who understands how to work in organization and who can visualize his ideas quickly in layout form.

Must be able to execute part of the art work, particularly line work—figures, borders, headings, etc.

Also one who knows best free lance men in the country that are especially capable of finishing up certain types of art work.

Our wonderful climate with year-around motoring, golf and outdoor pleasures, coupled with this business opportunity, should appeal to an artist who wants to get the most out of life.

A representative of the Agency is now in the East and can talk with you if you answer promptly.

Address O. P., Box 25, care of Printers' Ink.

that the one-object plant will have to remain idle during the dull seasons. This I do not at all grant. Usually the seasonal product can be made an all-the-year-round one; but if this cannot well be, then a new and supplementary line can be taken on, giving first regard to plant adaptability. A manufacturer of fly screens found that he could in the off-season make a line of billiard tables and game boards that would use nearly the same machinery as the screens. A maker of mechanical toys who found that his trade could not be sustained except for the holidays, branched out into small electric motors. This was not a wise choice from the plant standpoint, for the demand for motors proved to be year-round and so large that he has had to put up a new factory for the toys and is again looking about for a complementary product.

Thus, we find that selling is not one department and making another, but that the two have to work in the very closest harmony if that good business is to be attained which is a service to the public and which consists of low prices and high profits. There is no other way. The new selling and the new advertising sell the product of a tool and not simply a product.

### H. D. Leslie With "Bergen Daily News"

Harold D. Leslie, for several years a solicitor on the staff of Wallace C. Richardson, Inc., New York, has become advertising manager of the *Bergen Daily News*, Hackensack, N. J. Fraser Sinclair succeeds Mr. Leslie in the Richardson organization.

### Tractor Wheel Account With Campbell-Ewald

The account of Whitehead & Kales, manufacturers of tractor wheels, has been obtained by the Campbell-Ewald Co., Inc., Detroit. The campaign will start about June 1 in the farm and trade papers.

### T. L. Anderson Joins Toronto Agency

T. Leighton Anderson has recently joined the copy staff of The Advertising Service Company, Limited, Toronto.





*In Philadelphia stands a small building through whose doors have passed big people. In the passing of each is hidden a message for us.*

*Opposite Independence Hall*

# JOFFRE



JOFFRE'S fame rests not on brilliant strategy so much as on a rugged and unswerving belief that what is right will be done—and then proceeding to do it.

Honest conviction with thorough going effort are commonplace qualities, but history, political, social and commercial time and again proves them the bed rock of success.

GATCHEL & MANNING, INC.

C. A. STIMSON, PRESIDENT  
*Photo Engravers*  
PHILADELPHIA

## HAVE YOU SOMETHING TO SELL TO CONFECTIONERS?

**T**HERE are many thousands of candy stores and factories that use quantities of supplies other than the materials required for making sweets. No matter what you have to offer, be it pin or power generator, we can guarantee that your advertisement will receive the intimate attention of the confectionery industry if you use the pages of



ESTABLISHED 1891

621 BROADWAY NEW YORK  
SUITE 821

*Write Today*

## If You Have Selling Ability

# CASH IN NOW

Get a BIG proposition if you want big money. We have what you want.

Men in all walks of life have made good on our sales force. Some without experience have made \$7,000 yearly and more. Many of our men beat the \$10,000 mark by good fat margins. The secret of our salesmen's success is that our proposition **MAKES MONEY FOR THE MAN WHO BUYS IT.**

Our advertising department is an integral part of the sales machinery. The huge percentage of sales in which advertising played a big part has been made a subject of comment in various sales magazines. Trade papers carrying our publicity are generating inquiries from reputable merchants all over the United States. Direct mailing campaign reaches rated dealers who are interested in our money maker.

Intensive co-operation makes sales comparatively easy even though we have one of the highest priced specialties sold. Easy payment plan enables merchants to buy without tying up any large amount of cash. Commission to salesmen paid promptly—when you go through our training school we'll show you the phenomenal records made by our men.

Intensive schooling gives you advantage of the experience of all our star producers. This is a real opportunity for hard workers and fast thinkers. The few territories open will be assigned immediately to men who can qualify. Write General Sales Manager, 1539 Draper St., Indianapolis, Ind.

### Coca-Cola's New Campaign

A new and distinctive line of copy on Coca-Cola is being placed with national periodicals, country weeklies and other mediums by the D'Arcy Advertising Company of St. Louis. Familiar scenes in small towns are pictured with Coca-Cola signs placed according to the plans now in use in outdoor display. One piece of copy shows a busy corner with the usual country town "traffic" and drug store carrying the Coca-Cola window cards, the painted awning, and above the big painted advertisement on the side of the building. Another layout shows the country circus.

Full-page copy prepared for early insertion in daily newspapers announces that Coca-Cola is rapidly reaching out into international trade. The product is now sold "everywhere in North America; in Panama, Cuba, Porto Rico, the Philippines and Australia; in London, Paris, Egypt and the Orient. It is being advertised in the French, Italian, Spanish, Greek, Chinese, Japanese and other tongues."

### When Advertising Space Is Curtailed

Advertising managers for department stores in St. Louis had their wits taxed recently when the strike of railroad switchmen was on. Local dailies were forced greatly to reduce their size and many of the stores had annual sales to announce. The advertising manager of the Stix, Baer & Fuller department store used the space allotted to him to write a confidential message to the public on just what took place in his office when the newspaper called up and announced the limited space that could be used. Small cuts, showing full-page copy that had been prepared, were inserted in the advertisement.

### Another Slogan Seeks Light

THE WRIGHT ADVERTISING COMPANY  
PITTSBURGH, April 25, 1920.  
Editor of PRINTERS' INK:

For several years we have been using the phrase, "To Get the Miles, Get the Gallons" in advertising the visible gasoline pump of the Guarantee Liquid Measure Company. Will you please let us know if there is any other company using this slogan. And if our claim of original ownership is not questioned kindly register this slogan in PRINTERS' INK department of trade phrases.

J. E. WRIGHT,  
President.

### Butler and Canavan Represent Kelley Publications

W. J. Butler and F. J. Canavan have been appointed Pacific Coast representatives of "Kelly's Directory of Merchants, Manufacturers and Shippers of the World" and of the other Kelly publications, and of "Hendricks' Commercial Register of the United States for Buyers and Sellers," New York.

# Cover Texas Theatres

—and you

# Cover Texas!



Every dot is a town in which one to sixteen theatres show Simpson Standardised Screen Advertising.

Put your advertising message on the theatre screens in 150 Texas cities and towns, and over \$80,000 prosperous Texans will see it and read it every week.

This is the thorough, economical way of covering Texas.

Let Simpson tell you about it. Simpson STANDARDIZED Screen Advertising Service not only handles, checks and cares for your showing in any or all of these theatres, but can help you prepare slides or films especially designed to tie YOUR product up to this great market. Write for details

**James P. Simpson Co., Inc.** Theatre Advertising  
1709 Elm St., Dallas, Tex.



**ADVANTAGEOUS ADVERTISING**  
Capably Administered by the  
Principals of the Company.

NEWSPAPER MAGAZINE  
OUTDOOR

**The Machen & Dowd Co.**  
*Advertising Agency*

Produce Exchange  
Building



TOLEDO,  
OHIO

Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau  
Member Advertising Agencies' Corporation

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1835 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone, 1346-7-8-9. MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 11bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

C. P. Russell Albert E. Haase  
Roland Cole C. H. Claudy

Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, MAY 6, 1920

## Advertising and The Supplemental Uses

When Robt. H. Ingersoll & Bro. advertised, in effect, that because a man owns an Elgin, Waltham, Hamilton, Gruen or other high-value watch was no reason why he should not also own an Ingersoll, they gave expression to a selling principle that can be applied to almost every line of business.

A person will find it convenient to have more than one watch. A "Yankee" will come in handy on a hunting trip, while fussing around the motor boat or when working in the garden. The ex-

pensive watch can be used on more stately occasions. It is the same with other things. Because a person owns a high-grade product does not disqualify him from possessing also a less expensive one. One product does not necessarily supplant the other. A man can be a Pierce-Arrow fan and still have plenty of use for a Ford.

Advertising has been teaching us that the ownership of supplemental products is not only a convenience but an economy. One product saves the other and prolongs its life. While many persons are well sold on the value of this idea, it has always seemed to us that sellers of low-priced merchandise have not stressed this point as much as they should. It has frequently been suggested, for example, that the F. W. Woolworth Company muffed an advertising opportunity when it failed to tell the public about the supplemental value of five-and-ten-cent merchandise.

Five- and ten-cent goods are often described as being of poor quality: "What good is a ten-cent hammer?" sneers the hardware man. For a carpenter, we will admit, it would be of little use. But for the thousands of people living in apartments, who have to drive only three or four nails a year, an expensive hammer may be a needless luxury.

Then, too, a ten-cent article may render valuable temporary service. For instance, a farmer motoring into town may forget his automobile pliers. Having sudden need for them while in town, it would be extravagant for him to buy another good pair when a ten-cent pair would serve his purpose.

We are glad to see that this auxiliary service that is performed by low-priced goods is one of the points to be advertised in the Kresge campaign, which was described in PRINTERS' INK recently. Millions of persons may have been foolishly despising "cheap" goods simply because they have never been told of the specialized uses for which such merchandise is intended.

Products should be bought for what they will do and not for what they cost. Advertising can effectively bring this out.

### Advertising Not Bribery

"In many instances advertising is nothing more or nothing less than a bribe."

This remarkable assertion is made by the *Republican*, of Chicago, which is the personal newspaper organ of Mayor Thompson, of that city. It was made some weeks ago in connection with an announcement that that newspaper had canceled all old advertising contracts, and would refuse to enter into new ones.

"Large corporations, especially public-service corporations," the editorial said, "employ this form of bribery to silence opposition to or to secure support for schemes to rob the public. For example, when you see the advertisement of a corporation that has no competition in that community it is safe to wager that the corporation has an axe to grind."

In the same issue is a page attack on the Chicago Telephone Company for doing institutional advertising of the type mentioned. It is declared in the attack that, inasmuch as the telephone company has a monopoly of the telephone business in the city, there can be no possible legitimate reason for expensive newspaper advertising, "the cost of which comes out of telephone subscribers."

In other words, if a corporation, public-service or otherwise, attempts to advertise something other than straight-out merchandise it is trying to bribe the medium in which the advertising appears. It is trying to put over some nefarious scheme to "rob the people."

It is a pretty safe guess that no reader of *PRINTERS' INK* will allow his belief in institutional advertising to be weakened by any such political buncombe as that passed out in Mayor Thompson's organ. Such talk will be recognized for what it really is.

Most of our readers probably will muse something along this fashion:

"This is cheap political claptrap, of course. The man who wrote it does not believe it. Nobody intelligent enough to place advertising believes that advertising is a form of bribery. Call the next case."

Then the whole thing will be dismissed with good-natured tolerance.

This reasoning is all right in so far as it applies to advertising men and business men generally. They know what advertising is, and their belief is not going to be disturbed by the vaporings of any self-seeking politician.

Even so, cheap attacks like this do a real damage to advertising because they get to the people. Unfair or even untruthful though they may be, they can undo the effects of much intelligent effort and money expended in a publicity way. Most people have grievances against public-service corporations and concerns like the packing companies. When they are told, therefore, that the advertising of these concerns is bribery designed to secure aid in putting something over, they are inclined to believe it. Their belief is not based on the convincing nature of the argument, but rather upon a preconceived prejudice which is adroitly fed. The net effect of this is that their belief in all kinds of advertising is weakened.

This is one of the many foes of advertising which the advertising men of this country have to conquer. *PRINTERS' INK* has made this remark before in connection with similar attacks made by the same worthy mayor. But it is important enough to repeat at least once more. There are a number of angles to the proposition that might be discussed, but we want to emphasize only one here. And that is—every advertising man ought to hammer home the fact that advertising is a clean-cut business proposition. It should be sold, just as other first-class merchandise is sold, on its merits.

### **Advertising to Increase Sources of Supply**

Almost every big industry to-day faces a shortage of some essential product. Every nerve is being strained to secure sufficient quantities of certain important materials required to make the finished article. This shortage is one of the serious impediments in the path of greater production.

It is the same sort of a situation as that which faced the Government at various stages of the war. Time after time Uncle Sam was threatened with a shortage of some relatively unimportant product, which was, however, vitally needed in the conduct of the conflict. As an example, take the case of the lowly castor bean. From the castor bean is produced the only known lubricant for airplanes of constant dependability. With 20,000 airplanes building it was a problem of vastly increased output or an air force that would never take to the air.

Now castor beans can be grown only in certain parts of the country. They had never been found a profitable crop. Farmers did not want to plant them. But the oil was acutely needed. Furthermore it was needed immediately. In this emergency advertising was called upon to save the day. As Florida offered the best climatic conditions for the bean, paid space was used in that State urging farmers to turn some acreage over to the raising of this crop. It was hard work, though, even with patriotism as an impelling motive. Advertising turned the trick, however, and the desired output was forthcoming.

Nor was this the only time the Government used advertising as a finder and builder of sources of supply. Other similar campaigns have been recorded in **PRINTERS' INK**. There was the campaign designed to increase flax acreage in the Northwest. Flax was wanted, because linseed oil is derived from it and linseed oil has a variety of essential uses. A sufficient amount for war purposes did not seem likely. Uncle

Sam simply had to have it. The method in this instance, as in the other, was the use of paid space to impress upon the farmer the importance of raising the largest crop of flax possible.

At another time advertising was used to play the part of mining prospector. It was given the task of locating chrome ore mines, for chrome is a very valuable mineral element used in producing ferro-chrome, the material which gives high-grade steel tremendous hardness and tensile strength without making it brittle. "Your Country Needs Chrome Ore," was the headline used on the advertisements which were inserted in over 150 papers in California and Oregon. Again advertising acquitted itself nobly.

Of course it is true in each of these instances one of the reasons for the success of the advertising was the appeal to patriotism. Yet it can be made to bring the same results as a straight business proposition. This idea of advertising to build up a source of materials urgently needed by an industry is as sound in peace as in war. In the fur field the plan has been in operation for a long time. The joys of hunting and trapping are set forth alluringly to induce more men and boys to devote more time to this sport.

Then there is the case of the Lehigh Valley Railroad. Faced by a shortage of ties, the railroad advertised in local newspapers stating its wants. As reported in **PRINTERS' INK** at the time, the railroad obtained over 297 per cent more ties in the four months during which advertising was used than for the similar period immediately preceding—and this at a cost of only \$215.

Among advertising's many functions is the bringing together of those who are in the market for something with those who have it, or are capable of getting it. The idea of using advertising to increase or create new sources of supply may not be entirely original, but the plan can certainly be used to great advantage right now.



**ATLANTA****1 9 2 1**

## **Atlanta's Answer is YES!**

You will want to know—

Has Atlanta housing facilities sufficient to take care of the Convention of the Associated Advertising Clubs of the World?

**YES!** Many magnificent, well-kept Hotels—and we guarantee that every man, woman and child will be assigned to comfortable quarters before they reach the City.

Has Atlanta an Auditorium sufficiently large in which to care for the Convention?

**YES!** One of the most commodious, conveniently arranged and centrally located to be found in any city. Our Auditorium seats 6,500 people with ease and comfort.

Has Atlanta a suitable place for the exhibits, Departmental Meetings, etc.?

**YES!** The Georgia School of Technology has tendered the use of their buildings—a place superbly suited for just the purposes the Convention requires.

Can Atlanta guarantee sufficient funds with which to make the Convention a success?

**YES!** Fifty Thousand Dollars are already pledged—and we can get plenty more from the same place if needed.

Does Atlanta really want the 1921 Convention?

**YES!** All Atlanta wants it—every commercial and civic body in the City is behind the Advertising Club—not only Atlanta, but the State of Georgia says “come”—**AND COME YOU MUST!**

**THE ADVERTISING CLUB  
OF ATLANTA**



## Commercial Research Man

University man, 43, American, desires employment as commercial research man for an advertising or other commercial company. Broad university training in economics, business organization, finance, and mathematics, and special training in statistics and research methods. Extended experience in investigation, research, statistics, analysis of conditions, finance and costs, as well as in organization and management. Any location. Salary depending on prospects for advancement.

Address, E. D., Box 29, care Printers' Ink.

## Plan and Copy Man Available for Extra Work

Young man now in Plan and Copy Department of advertising agency seeks (with cooperation of noted art director, if necessary) extra work which he can do in his spare hours.

The name of the agency he is connected with is sufficient guarantee of the caliber of ability he must possess.

Address J. C., Box 31, care of Printers' Ink.

## Brothers Join Martin V. Kelley Company

Tom and George Wallace, both recently connected with Seelye & Brown, Inc., of Detroit, the former as vice-president and the latter as sales representative, have announced their association, beginning in May, with the Martin V. Kelley Company, of Toledo and New York. Both will work from the Toledo office.

George Wallace became associated with Seelye & Brown shortly after his discharge from the Intelligence Department of the United States Navy. Tom Wallace, previous to his connection with Seelye & Brown, was a member of the Campbell-Ewald advertising staff.

## Twenty-Five Piggly Wiggly Stores to Open

The Piggly Wiggly system of self-serve stores will open twenty-five stores in Washington, D. C., on May 6. As an indication of the method adopted in familiarizing new men with its methods, it is interesting to note that the corporation will take twenty expert Piggly Wiggly store managers from Memphis and a like number from Chicago, who will remain in Washington until they have broken in or educated a sufficient number of men to operate the new stores efficiently.

## Two Join The Capper Farm Press

Roy R. Moore, formerly publicity and general advertising writer of the Empire Gas and Fuel Company, has joined the advertising department of The Capper Farm Press, Topeka, Kan.

Miss Eleanor Eakins, formerly with Hart Schaffner & Marx in sales promotion work and later connected with the Swedish Separator Company, both of Chicago, has become a member of the sales promotion department of The Capper Farm Press.

## Long-Time Credits for Foreign Trade

Allen M. Matthews, of the Philadelphia Corn Exchange National Bank, said at a recent meeting of the Rotary Club of that city that if business men and merchants wished to develop a greater foreign trade they must give longer credits. "American banking and currency facilities," he said, "have not kept pace with the tremendous industrial and commercial advance of recent decades."

## New Account With Nichols-Moore Agency

The advertising account of the Northwestern Expanded Metal Company, Chicago, has been put in the hands of the Nichols-Moore Company, Cleveland.

## DO YOU REALIZE

That you can have a sample of your product put in every home in the fifty leading cities in the United States through the

## Cassidy Advertising Service

WHO SPECIALIZE IN

### HOUSE TO HOUSE DISTRIBUTING

OF ADVERTISING LITERATURE AND ADVERTISING SAMPLES

206 N. FRONT STREET, PHILADELPHIA PA.

*A reputation of twenty years standing**We solicit your inquiry*

### Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

## Brockton Daily Enterprise

### Printing 19,000 Daily

Flat Commercial rates 4½ cts. per line, 63 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements

Why do we advertise regularly when we are unable to handle all the foreign and local advertising offered? We are keeping Brockton on the map.



## WANTED—HOUSE ORGAN MAN

A fast growing New York Corporation is in the market for the services of a young, energetic and experienced House Organ man.

Newspaper or magazine editorial experience is, of course, necessary, as the man must have the ability to interview and put in writing the lives of heads of representative retail firms and to describe their business and organizations.

Another requisite would be the ability to sell by word of mouth.

A man who has served as a commissioned officer during the past war might be better adapted for the work, although such experience is not absolutely necessary.

The connection has almost unlimited possibilities. A man between 25 and 35 would be preferred. The salary at the beginning will be \$3,000.00 to \$3,600.00 per annum, with an additional commission.

Applicants should describe, in detail their experiences and submit specimens of their work, which will be returned if requested.

ADDRESS S. T., BOX 64, PRINTERS' INK.

# The Little Schoolmaster's Classroom

**MANUFACTURERS** are learning to respect the advertising man, the Schoolmaster believes, more because of the things he is doing outside the province of actual advertising, than for his physical representation of an argument in picture and in type.

And it is this realization of a long hidden power that is making it easier to solicit and secure advertising accounts.

Time on time, **PRINTERS' INK** told the stories of advertising men who have contributed liberally to sales plans, organizations and marketing ideas.

Yet it has only been of recent years that the advertiser has called the advertising man into real conference.

\* \* \*

Here is the Schoolmaster's most recent story of what can be done.

A manufacturer of a certain line, retailed in rolls, and clipped off in desired lengths by the clerk, had long desired to put some identification mark on the goods. It was impractical to do so, because of the character of the material. The roll, in bulk, was marked, but when the salesman gave the customer what was asked for, no company stamp went along with the sale.

Try as he might, the manufacturer could think of no way around the difficulty. He gave it up as an impossible job.

All the while, he envied the manufacturer of silk and linoleum.

They could use the salvage identification stamp on every yard—on every inch, if need be.

An advertising man happened along.

He looked over the product. It went out in fifty-yard lots on a roll. The clerk took out this roll, measured off the desired length, and gave the customer his order, minus any company stamp.

The solution was comparatively easy.

For every half yard of the product, a little thin-paper ticket was wrapped with the goods and on the roll. These tickets were not bulky enough to interfere with the roll. But when the salesman measured off his half yard or yard, one of those tickets was sure to fall out. It was wrapped in with the package given the customer.

An advertising campaign told the customer that if a certain number of tickets were saved and sent in to the manufacturer, a useful article (a bodkin) would be sent free of charge.

Leave it to the advertising man to find a solution of any problem, no matter how difficult.

\* \* \*

Unquestionably the salesman with an accurate store of general information on world conditions is a better salesman than one without. At least this is the reasoning of the Firestone Rubber Company in publishing each week for the sales force a résumé of national and international news under the title of "Current Events."

This little paper goes out on stenciled forms and comprises news under such titles as: A New Plan for Control of Bank Credit, Federal Registration of Motor Vehicles, Programme for Government Co-operation with Oil Industry, Manufacturers' Census, Tractor Production, British Financial Condition, Conscription to Be Abolished in Great Britain.

Each item is merely a brief paragraph or two giving a succinct résumé of the subject.

Salesmen are notoriously meagre readers. These weekly stenciled sheets give the Firestone representatives the current world news at a glance.

"Occasional ballots from our salesmen as to whether we should continue the publication or not have so far been in the affirmative," says the Firestone company, indicating it to be a service com-



CHAMBER  
OF  
COMMERCE

## Business Organizations, Too, Like Oplex Signs

**T**HE Chamber of Commerce, Birmingham, Ala., uses an Oplex Electric Sign to mark its home. It is just one of many business organizations doing the same thing.

The raised Oplex letters of snow-white glass carry a message of success, dignity, prosperity, in addition to their regular work of telling the story the sign is there to tell.

Oplex Signs are day signs as well as electric night signs—raised, snow-white letters on a dark background. At night each character is a solid letter of light.

Many national advertisers are using Oplex Signs to "hook up" their space with the dealers' locations. One reason they do this so well is because any trademark can be perfectly reproduced in raised Oplex characters.

A word will bring full information about Oplex signs. Shall we send it?

**The Flexlume Sign Co.**

Pacific Coast Distributors  
Electric Products Corp.  
Los Angeles, Cal.

**ELECTRICAL ADVERTISING**  
1429-44 Niagara St., Buffalo

Canadian Factory  
The Flexlume Sign Co., Ltd.  
Toronto, Ont.

BIRMINGHAM

### GEORGE SETON THOMPSON CO.

**Sales Promotion Literature**

Planning—Copy and Art—Printing  
Colorgrams—House Organs  
Booklets—Catalogs

122 WEST POLK STREET  
Phone, Wabash 7316 CHICAGO

### LETTERS TO SALESMEN

Send live weekly letters to your salesman.  
I'll send you a letter a week to besent out  
on your letterhead over your signature as  
your letter. One month's trial service \$1.

**JOHN J. LUTGE**

263 Ninth Ave. New York City



OUR May  
issue reached  
**66,028**

**Iowa Farm Homes**  
**CORN BELT FARMER**  
Des Moines, Iowa

P. S. We have 135,000 just as good. Think it over!

### Do You Need an Advertising Manager?

*I will consider an offer of  
Asst. Adv. Mgr. of a Reputa-  
ble Firm.*

I am now in the Plan and  
Copy department of one of  
the foremost advertising  
agencies in the country.

My experience has been  
with this and at previous  
times in two other of the  
leading agencies.

I am a university graduate.

I seek an opportunity where  
I can combine creative effort  
with executive direction.

My qualifications are based  
on my record of concrete,  
constructive achievement. My  
references are undeniable  
leaders in advertising and  
business.

I know I have the ability.  
Have you the position?

Address: W. C., Box 30,  
care of Printers' Ink.

considered by the salesmen of value.

\* \* \*

Presenting an idea negatively  
in an advertisement is always  
dangerous because it fills the  
reader's mind with the thing or  
condition he is being warned  
against. It has therefore become  
a well-established principle that  
negative presentation frequently  
results in making the reader do  
the exact reverse of the thing  
urged upon him by the adver-  
tisement.

The advertising manager of a  
bank thought to serve a good pur-  
pose by warning the public against  
unsound investments and wild-  
cat promotion schemes, so he had  
a poster designed and displayed  
in the show-window of his bank  
reciting an old joke:

#### STOCK FOR SALE—BIG DIVI- DENDS—ALL PROFITS

A company has just been formed in  
California to sell cat fur, which has a  
great market value. A farm has been  
established upon which to raise cats.  
Another farm nearby will be used upon  
which to raise rats. The rats will pro-  
vide food for the cats. The carcasses  
of the cats, after they have been divested  
of the pelts will be used to feed the  
rats. Hence cats and rats can be raised  
without cost for food. The money de-  
rived from the sales of cat fur will  
therefore be all profit. Dividends will  
be enormous.

Just beneath the above, at the  
bottom of the poster, enclosed in  
a border, appeared the following:

#### WARNING

The above is a sample of the kind of  
fake stock selling schemes now being  
offered to the public.

Beware of them. They are fakes.

This poster attracted many  
people. After being displayed for  
three days, sixty-seven people  
came into the bank to find out  
where and upon what terms stock  
in the cat-and-rat farm could be  
purchased. Evidently not one of  
these people had noticed the

#### When you advertise IN PHILADELPHIA

don't forget to insure the co-opera-  
tion of retailers by including a  
schedule of dealer copy in the

#### RETAIL ~~and~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

# ADVERTISING MANAGER

Get Your Product Next His Heart



The

*Rockwell Reminder*

PUTS IT THERE

A daily leaf pocket calendar for a year.

Leather cover holds two months.

Discard a month's stub and insert new pad once a month.

Engagements noted ahead,—

then a leaf torn off each day, brings important matters to mind at the right time.

The Rockwell Reminder is so attractive, so convenient, soon so indispensable that its use becomes a habit.

Your name on the cover in gold keeps you constantly in mind as YOUR MAN will use it frequently. You may have advertising matter on each leaf if you desire.

**IMPORTANT:** As best fitted to your advertising seasons, the calendar may begin with July, October or January and run twelve months.

**REFILL PADS** only need be supplied for next year, as the leather cover is durable.

Size 3 x 5 1/4 Inches Fits Vest Pocket

Write for Details

Calendar Department

**INTERNATIONAL TICKET CO.**

50 Grafton Ave.

Newark, N. J.

Also **DAILY LEAF DESK CALENDARS** of Unusual Utility for Advertising

**SPOT CASH** WE BUY

Job Lots, Close-Outs,  
Discontinued Stocks, etc., in  
all lines. No quantity too large.  
Quick Cash for bargains.  
Send Samples and Full Particulars  
BARGAIN BULLETIN FREE  
FANTUS BROS. 521 S. Dearborn St. CHICAGO

**WE BUY ANYTHING**

**Advertising  
Electros**

Ask for Prices  
**General Plate Co.**  
Terre Haute, Ind.  
Marquette Bldg. Chicago

**FOR CANADIAN ADVERTISING**

CALL IN

**SMITH, DENNE & MOORE**

TORONTO

MONTREAL

LTD.



### Ad-Essentials At A Glance

Valuable desk card for advertising men. Shows type sizes, principal type styles; words to fit given space; sizes for direct mail pieces, engraving information, etc. \$1.00. Send currency, money order or check to author, M. Elgutter, Advertising Writer and Instructor Toledo University, 952-3 Nicholas Building, Toledo, Ohio.

### FOR SALE

#### Dexter Folding Machine

Taking sheet 38 x 50

#### A BIG BARGAIN

A. J. CASEY

117 Chambers St., New York, N. Y.

I agree that no copy should ever  
Use verses not versified well,  
But there's one fellow passably  
clever—

I'm really to modest to tell!

ADVERSE, 1852 Biltmore St.,  
Washington, D. C.

### 10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

### Sprinkle Brothers, Printers

Martinsburg, West Va.

### GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3¼ x 6½ in. \$10.00

Each additional thousand 3.00

1000 4-page Folders, 4x9 in. 12.50

Each additional thousand 4.50

1000 4-page Folders, 6x9 in. 16.00

Each additional thousand 6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

625 So. Dearborn St., Chicago

**USA**

Collegiate Special Advertising Agency, Inc.

583 Fifth Avenue, New York Established 1913

Chicago Office:—110 So. Wabash Avenue

warning at the bottom of the poster.

\* \* \*

Advertisers there are who believe that making up sets of dealer electros is a sheer waste of time and money.

"The majority of these fellows will not use them even if you give them a set for nothing—too unprogressive," is the occasional remark the Schoolmaster has heard.

But we are reminded of the remarkable results achieved by R. F. Outcault, originator of Buster Brown.

The idea came to the artist to turn his comic character to good commercial account and cash in on its wide popularity. This was several years ago. And so Mr. Outcault sat down and made a series of two-column newspaper advertising electros, in which Tige and Buster were the star actors.

The electros were so devised that some were for the hardware merchant and some for the grocer, and so on. Clever little captions were added.

\* \* \*

Then the artist packed proofs in his dress suit case and started globe trotting. He visited many parts of the country and was not ashamed or afraid to tackle the very little cross-roads villages, where newspapers came out perhaps only once a week.

### Dominates Its Field

## LOS ANGELES EVENING HERALD

Circulation

123,305

DAILY

Member A. B. C.



The idea was successful from the start.

They sold like wildfire, and back Mr. Outcault went to headquarters, to make up another series for the following season. He has done this for quite a while now and, finally the illustrated dealer themes swung away from Buster and Tige and stood on their own ground, as real merchandising ideas.

The remarkable sale of these little humorous cuts, often contracted for a year ahead proves that the average merchant does want electros and will use them—if he can get what he wants and what he believes is good advertising for his territory.

But what he considers good does not always jibe with the advertiser's personal judgment. And there is the clash. The Outcault designs are always in a good humor, funny, high spirited, perhaps a little frivolous. They never bore and they are never overcrowded. They are not burdened with massive borders and complex techniques. They are not high art, but they please the dealer and he buys and uses them.

Is there some sort of a moral in this for advertisers who issue sets of dealer electrotypes?

## Wanted a Sales Agency

We own and operate an advertising SERVICE for banks and have offices at 42d Street and 5th Avenue. We want to increase our field of activities and seek the opportunity to sell another SPECIALTY or SERVICE.

We are two hustlers and have the ability to properly present your proposition to any type or class of purchaser.

Can you use "two live ones" to represent you here in New York?

M. C., Box 28, care Printers' Ink

## Office Appliances

*The one journal which covers the field of office equipment*

More than 315 manufacturers making use of every issue. Send 30 cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

## The Peptimist

Read and believed in by

10,000 Building Supply Dealers

Have you seen a copy?

314 New Telegraph Bldg. Detroit, Mich.

## AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

**P**OSTAGE  
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.  
POSTAGE 18 East 18th St., New York City

## Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

YOU CANNOT BUY OUR IDEA  
UNLESS IT WILL SELL YOUR GOODS

**B & B SIGN CO., INC.**

341-347 Fifth Ave. N.Y.

Advertising Signs, Window Displays  
Counter Display Cases

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

**Bookkeeper**—Experienced in handling special or general advertising agency books where advertising accounts are billed. One capable of assuming full charge. Address Box 935, Printers' Ink.

**Wanted first-class linotype operator** for afternoon newspaper operating under open shop plan. Steady employment. First-class wages. Telegraph collect for details if you are interested. Arizona Gazette, Phoenix, Ariz.

### WANTED

A young man as assistant in the rate department of a large advertising agency. Must have a knowledge of newspapers and magazines. Address Box 972, Printers' Ink.

**Advertising**, a service which sells its proposition on results only, desires a "live wire." One who feels he can sell advertising to manufacturers in the women's wear industries. Drawing account against commission. K. L., Box 971, Printers' Ink.

**Important educational institution** has permanent position for high-class salesman capable of earning better than six thousand a year. Give full particulars in first letter. All information strictly confidential. Address 607 Lafayette Bldg., Philadelphia, Pa.

**Wanted**—A General Manager for Advertising Agency. Must be thoroughly seasoned and know all detail of the agency business, including forms and systems. The right man has an excellent opportunity to get somewhere. Address Box 966, Printers' Ink.

### We Connect the Wires

bringing into quick communication the position seeker and the employer in the Advertising and Publishing field. We want competent men for positions now open with advertising agencies, class journals, newspapers and the publicity departments of mercantile and manufacturing concerns. We need particularly an automobile advertising solicitor and copy writer for New England at \$65-\$70; advertising manager for Eastern daily, \$50; automobile copy writer for Middle Western agency, \$60-\$75; advertising manager for big dry goods house, \$60; also newspaper solicitors and copy writers for Eastern positions, around \$40. Registration free. Established 1898. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

### PHOTO-ENGRAVING ASSISTANT TO MANAGER

Young man thoroughly familiar with the engraving business wanted to act as assistant to the manager of a large and progressive house. Should have selling ability and be a good correspondent and be able to look after the details of commercial art and engraving. State age, experience, education, single or married and references, also salary wanted. Address Midwest, Box 954, c/o Printers' Ink.

**Assistant to Executive Secretary** of national association of trade and technical papers. Should be familiar with business papers and business paper advertising; have knowledge of research work and analysis, and be able to counsel with advertisers in person or by mail. Will be expected also to handle details of new agency relations plan, involving the collection and proper classification data from advertising agencies. For the man of vision, energy and ability, this is a rare opportunity. Compensation will be commensurate with the ability of the man and the character of the work. Apply by letter for appointment. The Associated Business Papers, Inc., 220 West 42nd St., New York.

### EXCEPTIONAL OPPORTUNITY for COLLEGE MAN (not over 30)

Engineering course preferred. To be personal assistant to busy young executive of American manufacturing corporation with extensive international connections. Must be resident or willing to reside in New York City.

Experience must consist of training in large industrial plant or important financial institution, or rank of not less than Lieutenant (jg) in Navy or Captain in Army.

Most important are:

- (1) Social qualifications (as duties will include occasionally meeting representative people both here and abroad).
- (2) Executive ability.
- (3) Tact and diplomacy.
- (4) Slight knowledge of shorthand and typewriting (highly desirable but not essential).

Salary for right man compatible with duties, but applicants will please state approximate desires, together with age, complete details of education, war record, experience, and present status, including mention of business or social references if possible. Box 965, P. I.

We want a young man or woman who can write copy and edit a House Organ, with experience in direct by mail advertising. Must know type and have a general idea of printing. An excellent opportunity to grow and become an important factor in an up-to-date Printing Plant. Address K, Box 952, Printers' Ink.

Advertising salesman as promotion manager, particularly sale of advertising, for Canadian publishing house, business class publications. Young man with initiative and energy, capable of building a big position for himself. Every co-operation and encouragement afforded to the right man to make good. State past experience and salary wanted. Box 950, Printers' Ink.

#### OPPORTUNITY

Large, well-known, fast-growing agency, New York City, desires services young live-wire, who is probably now connected as Assistant in agency, where he does not receive the proper credit for his efforts. Age thirty to thirty-three preferred. Splendid opportunity for young man who can fill position as head of Service Department, having charge of four copy writers and two artists. Should also be qualified to plan and negotiate national advertising campaigns. Salary commensurate with ability, but qualified individual can obtain \$4,000 to \$5,000 per year. Only men who possess ability and who are competent to fill these qualifications are invited to reply to Box 953, Printers' Ink.

## Advertising Man WANTED

By largest manufacturing concern in its line, using all forms of advertising, located in New York City. Experienced man required who can fit into a well-organized department, get down to business and produce during every hour of his working day. Salary in proportion to the requirements.

Contributors to advertising journals, club enthusiasts, and those to whom a title and their name in print are of prime importance, will save their time and ours by not writing.

Samples of work not necessary with first letter; but, to receive attention, it will be necessary to state experience, education, age, nationality and salary required.

**Address Box 941, Printers' Ink**

**Young Woman Copywriter** wanted to specialize on home furnishing departments. Should have Department Store experience and taste for these subjects. Give age, experience, salary expected, etc. (photograph if possible). Address Advertising Manager, Joseph Horne Co., Pittsburgh, Pa.

#### MISCELLANEOUS

**For Sale**—Photo-Engraving plant, specializing in color work, first-class equipment, good going business, with or without complete printing plant. Box 967, Printers' Ink.

#### WANTED—TRADE JOURNAL

I wish to purchase established, moderate priced trade publication. Monthly preferred. State price and terms. Box 939, Printers' Ink.

#### Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City



#### For Sale—A Name

Made up of three English letters on the plan of N.R.G. (Energy) and IXL (I Excel). Each letter a syllable of a well-known, catchy English word attributing excellence of quality, also an enthusiastic reception and use to the article so labeled. Its many synonyms make a slogan easy. May be used as a name for a drink, a smoke, candy, food, cosmetics, underwear, clothing, hardware and other similar articles. Has great possibilities for an advertising campaign. Never before used. Box 934, Printers' Ink.

#### FOR SALE

- 1 complete newspaper outfit consisting of
- 1 2-deck Goss Press, 16 pages, 10,000 per hour;
- 1 Kohler System Control;
- 1 Double Drying Press;
- 1 Rolling-In Machine, curved plate;
- 1 Tail Cutter;
- 1 Shaver
- 1 Trimming Block;
- 1 Metal Pot;
- 1 Elevating Table.

All in good condition. For further information address Altoona Times Tribune Company, Box 157, Altoona, Pa.

**HOUSE ORGANS—PROSPECTUSES—FINANCIAL, COMMERCIAL WRITING. PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.**

### I WRITE SALES LETTERS

Are yours satisfactory? No? Then send one or two to me for constructive criticism. No charge. Just want to prove I can help you. Then maybe you'll let me write some that will be satisfactory. E. P. Corbett, 803 Conover Bldg., Dayton, Ohio.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1920, at 12 o'clock noon. Chas. H. Thayer, Pres.

### POSITIONS WANTED

Young art student wishes to join agency for the sake of developing a broad knowledge of drawing. Experience is more desirable than salary. Address Box 948, Printers' Ink.

**EDITOR**—Able writer and make-up man; lately editor of weekly trade paper; for full or part time position with weekly or monthly publication. Box 961, Printers' Ink.

**Production Man Desires Change** Experienced on type layouts. Buyer of engraving, printing, electrotyping, etc. Several years' practical printing experience. Box 943, Printers' Ink.

Advertising Assistant, 25, College education. Newspaper and advertising experience. Knowledge of copy and mechanical details. Possess prolific pen and creative ability. Box 964, P. I.

**Stenographer** (20), wishes to connect with advertising concern to study the advertising line; high school graduate; experienced stenographer; salary \$25. H. Groeger, 741 Jennings St., New York City.

Sales Promotion and Advertising Manager desires position with large corporation. College man; sales, engineering and advertising experience. Terminating connection as Sales Promotion Manager nationally known selling organization. Box 936, P. I.

### Advertising Manager

High-calibre copy and layout man; department store and agency experience; store or manufacturer near New York preferred. Box 955, P. I.

### ADVERTISING MAN

Five years' experience, including varied copy and layout service. Now advertising manager for large motor oil and accessories distributor. Desires change with better opportunity for advancement. College graduate, age 27, salary \$3,000. Address Box K. E., Printers' Ink, 833 Peoples Gas Bldg., Chicago.

**Advertising Man**—He has written business pulling consumer and trade publicity; personal appeal sales correspondence; attractive circulars; knows printing, engraving, paper; edited weekly trade paper. Age 30. Box 940, P. I.

### PUBLICITY

Two thoroughly experienced newspaper men, associated with New York Dailies, open for any legitimate publicity, part time, or editing of house organ, requirements of which they fully understand. Box 960, Printers' Ink.

**Assistant Advertising Manager** in large concern; thoroughly familiar with advertising procedure. Six years' advertising and selling experience; still in his twenties; no typographer; desires similar position or one as advertising manager smaller firm; \$45.00 per week. Box 938, Printers' Ink.

### PRIVATE SECRETARY

Young lady, 12 years' secretarial experience in shipbuilding, technical and commercial lines, has managed entire office and been assistant to official of large corporation, desires position with an executive in need of a capable assistant. Box 942, Printers' Ink.

### "It Pays to Advertise—WELL!"

Copy Chief, New York agency, will plan, layout and write your ads. Art Service available. Box 987, P. I.

**Executive Secretary**—Young woman possessing every qualification that a thoroughly rounded business training develops desires opportunity with high grade organization, preferably in a capacity necessitating occasional trips out-of-town. Box 969, Printers' Ink.

### ARTIST

**EXPERT FIGURE DRAUGHTSMAN** working in Oils, Water Colors, Pastels, Wash, desires connection with high-grade Advertising Art agency. Address Box 947, Printers' Ink.

**Correspondent**—At present engaged as Advertising Manager and Correspondent of small wholesale concern. Wants position where he can use good corresponding ability to best advantage. Exceptional education. Writes and speaks good English. Courteous, tactful and resourceful. American ancestry, but can write and speak German fluently. Address Box 945, Printers' Ink.

### Do you need an ad-writer and layout man?

I want to work—tooth and nail—with an agency or in advertising department of a progressive concern. Age 25. Two years University. Five years' agency experience. Can plan campaigns; write convincing copy; draw layouts for booklets, advertisements and mail matter. At present employed. Seeking permanent position offering better opportunity for growth. Box 970, P. I.

Advertising Research Woman, now market investigator large New York Publishing Company. Broad experience: Office manager, research, statistical, trade associations, mining field, government work, rubber goods. Location desired, middle west. Box 958, P. I.

### Copy and Layout Man

has done high-calibre work for New York department store and agency; wants to connect with first-class agency. Box 986, Printers' Ink.

To the manager of a department handling engineering or chemical advertising: Can you use the services of a chemical engineer with a good record in chemical manufacturing work who wants to get experience in technical advertising where his training may be applied in advertising work? Box 951, Printers' Ink.

Young Woman, university graduate, with knowledge of most up-to-date methods of handling, analyzing and supervising correspondence, experienced in publishing field, New York, in writing sales promotion letters that pull results, writing copy, getting up booklets and circulars, desires position with opportunity for advancement. Box 946, P. I.

**MECHANICAL ENGINEER**, whose diversified work in the field has been supplemented by five years' experience in advertising mechanical equipment, wants connection with agency or large manufacturer. Old enough to speak and write convincingly from first-hand knowledge—young enough to feel that his life work is still ahead. Now located in New York City. Box 937, Printers' Ink.

### High-Grade Printing Service

man seeks position as assistant advertising manager, agency service or printing service manager. An aggressive, logical, creative man of wide experience and proven ability in producing sales literature. Can unify copy, layout, art, engravings and typography into messages of selling force. Box 959, Printers' Ink.

**Advertising and Sales Executive**—Experienced in technique of advertising, printing, engraving—familiar with merchandising and sales policy—two years in printing business, three years Assistant Advertising Manager large storage battery manufacturer, one and a half year Sales Manager high quality canned goods manufacturer. Good copy writer, but not brilliant. Will consider advantageous agency connection. Box 949, P. I.

### ADVERTISING MANAGER WITH EXCEPTIONAL RECORD WANTS SOUTHERN JOB

Competent advertising manager—six years in newspaper editorial, advertising and merchandising work wants to locate in Virginia or within two hundred miles of Richmond. Proven ability to plan campaigns, write sales letters—copy writing and layout work. First-class executive, 31, married and family reasons necessitate finding Southern job. College man, American, present salary \$75 weekly—exceptional record and references. Address Box 968, Printers' Ink.

**ADVERTISING WRITER**—Versatile young woman. N. Y. Agency experience. Art training. Sound judgment, taste, originality. Exceptional ability and adaptability. Writes perfect English in simple way. Box 975, Printers' Ink.

**WRITER, WORLD-TRAVELED, SUCCESSFUL, KNOWN AS TRADE AUTHORITY, EXPERIENCED IN MAKE-UP**, will write and edit first-class monthly house-organ as side line. Answer Box 974, Printers' Ink.

**Sales and Advertising Manager** has just resigned position with accessory manufacturer, and is available immediately. Nine years' varied experience in advertising and sales work. Clean record, excellent references, graduate engineer, member Technical Publicity Association. Address: Box 973, care Printers' Ink.

Artist, experienced fashion sketcher, seeks permanent position with fashion house. Can make reproductions in figures and posters, good at detail work. Can paint in oils, water color and pastels; had experience in novelty painting. Salary \$25. D. C., 146 So. 4th St., Brooklyn. Position desired in New York City.

**IDEA MAN** and typographic specialist, with newspaper, editorial, advertising, and trade paper experience. Personality. Originality. Ability. Can map out particular propositions and follow to completion. Box 944, Printers' Ink.

### Sales Promotion Field

Position with real opportunity sought by young man with following qualifications—Well-proven sales ability; Technical School Education; 7 years direct selling experience—grocery, department store—executive. Now assistant sales manager nationally advertised product. Available June 1st. Who wants him? Address Box 962, Printers' Ink.

### Circulation Manager

Woman with twelve years' experience as assistant circulation manager of trade paper, with thorough knowledge of mailing problems, also tactful handling of office force and clients, desires similar position, preference in New York. Best credentials. Box 976, Printers' Ink.

### ADVERTISING MANAGER

Will bring you the experience of ten years of advertising and sales work with two nationally known automobile accessory manufacturers—one selling through jobber and dealer, and the other to the manufacturer only. Thoroughly familiar with all forms of advertising, national magazine, trade-paper, billboards and painted signs, direct by mail, house-organs, sales letters and dealer campaigns. Available at once. Age 32 years, married, technical college graduate.

If you need a man with intensive advertising and distribution experience, address Box 963, Printers' Ink.

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# EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO  
PHILADELPHIA  
CLEVELAND  
NEW ORLEANS  
BUFFALO  
MINNEAPOLIS  
ST. PAUL  
DENVER  
LOUISVILLE  
ATLANTA  
MEMPHIS  
NASHVILLE  
YOUNGSTOWN  
DULUTH  
SUPERIOR  
ST. JOSEPH  
OKLAHOMA CITY  
HARRISBURG  
PUEBLO  
LINCOLN  
ASHTABULA  
ALTOONA  
LORAIN  
SOUTH BEND

NEW YORK  
ST. LOUIS  
PITTSBURGH  
WASHINGTON  
MILWAUKEE  
KANSAS CITY  
INDIANAPOLIS  
ROCHESTER  
TOLEDO  
OMAHA  
COUNCIL BLUFFS  
DAYTON  
HARTFORD  
SPRINGFIELD  
WILMINGTON  
CAMDEN  
AKRON  
JACKSONVILLE  
ST. AUGUSTINE  
DAVENPORT  
ROCK ISLAND  
MOLINE  
BALTIMORE  
ELKHART

Thos. Cusack Co.

Chicago

New York



## How O-G Sell Shoes in Chicago

O'Connor & Goldberg are a pair of shoe merchants with all the aggressiveness and mercantile shrewdness that the firm name indicates. The wonderful growth of their business is largely attributed to the fact that they started advertising in a big way before they opened their first store, and ever since they have been the biggest advertisers of shoes in Chicago.

It is therefore significant that O'Connor & Goldberg ran 40% of their 1919 copy in The Chicago Tribune. Note the following figures:

**The Chicago Tribune. 103,140 agate lines**  
**Five other papers. . . . 154,051 " "**

The above is not an exceptional instance of the way Chicago merchants apportion their copy. Maurice L. Rothschild, one of the largest stores in Chicago devoted exclusively to the sale of men's clothing, ran in excess of a million lines in Chicago papers during 1919, and more than 36% of this lineage was in The Chicago Tribune. Charles A. Stevens & Bros., the largest store in Chicago devoted to women's clothing exclusively, ran more copy in The Tribune than in all other Chicago papers combined.

### The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Circulation 400,000 Daily, 750,000 Sunday*